

Editor & Publisher

THE FOURTH ESTATE

THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

**Internal
resentment
at L.A. Times
(See page 7)**

**UPI sold to
group with
Arab ties
(See page 9)**

**Death of a
small-town
publisher
(See page 14)**

Two pointed facts about Orange County newspaper circulation.

The Times is up.

Since 1989, Times Orange County's audited circulation has climbed 16% (27,729) daily and 37% (79,180) Sunday!

The Register isn't.

After audit, the Register **declined** 3.2% daily and flattened to plus 0.4 % Sunday.

No matter what you may have been told, only one Orange County paper is **really** growing during the '90s.

Los Angeles Times

Southern California's Newspaper for the '90s.

Times
ORANGE COUNTY
16%
DAILY

-3.2%
DAILY
Register

Source: ABC Publisher's Statements. Six months ending March, 1989 - March, 1992.

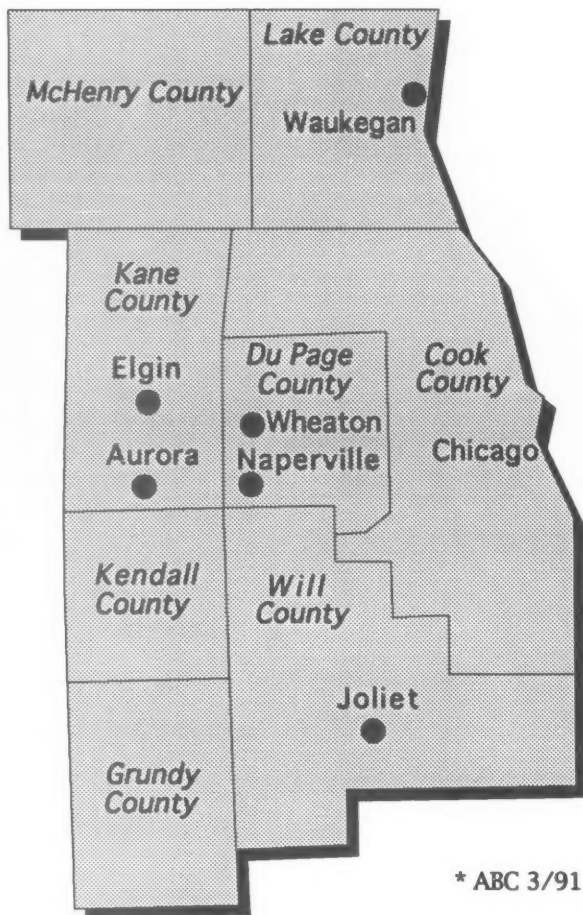
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Chicago #29	\$33,927

Survey of Buying Power, 1991

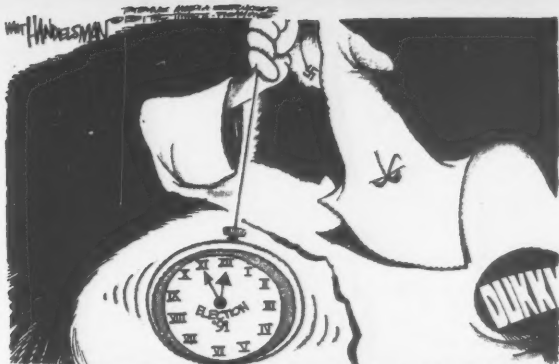
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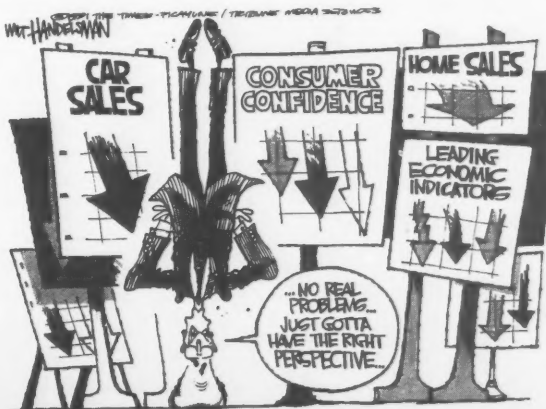


"YOU'RE GROWING SLEEPY... VERY SLEEPY... MY FACT IS FADING...
FAAAADINE... PAY NOOOO ATTENTION... NOOOO ATTENTION AT ALL...
IT'S ALL LIBERAL LIES... SLEEPY... AND THE NEWS MEDIA... SLEEPY...
EVERYTHING WILL BE FINE... SLEEEEBEY... VOTE... FOR... DUKE....."



Walt Handelsman

winner of the 1992 Sigma Delta Chi Distinguished
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JULY							AUGUST							SEPTEMBER							
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26	27	28	29	30	31		23	24	25	26	27	28	29	27	28	29	30				
							30	31													

JULY

- 10-11—Virginia Press Association, Annual Meeting, The Cavalier Hotel, Virginia Beach, Va.
- 10-12—Alabama Press Association, Summer Convention, The Perdido Hilton, Gulf Shores, Ala.
- 16-18—Arkansas Press Association, Summer Convention, The Holiday Inn, West Memphis, Ark.
- 17-18—Michigan Press Association, Summer Meeting, The Grand Hotel, Mackinac Island, Mich.
- 22-25—Canadian Community Newspapers Association, Annual Convention, The Fantasyland Hotel/West Edmonton Mall, Edmonton, Alta.

AUGUST

- 7-8—West Texas Press Association, Annual Convention, The Lodge of Granbury, Granbury, Texas.
- 13-15—California Newspaper Publishers Association, Board Meeting, The Cliffs Hotel, Shell Beach, Calif.
- 20-22—West Virginia Press Association, Annual Convention, The Lakeview Resort, Morgantown, W.Va.
- 23-25—Oregon Newspaper Publishers Association, Summer Convention, The Benson Hotel, Portland, Ore.
- 23-26—North Carolina Press Association, Annual Convention, The Omni Hotel, Charlotte, N.C.
- 26-28—Asian American Journalists Association, National Convention, The Mayflower Hotel, Washington, D.C.

SEPTEMBER

- 10-12—Missouri Press Association, Annual Convention and Trade Show, The Marriott Pavilion Hotel, St. Louis, Mo.
- 10-12—Missouri Press Association, Annual Convention and Trade Show, The Marriott Pavilion Hotel, St. Louis, Mo.
- 10-13—Maryland-Delaware-D.C. Press Association, Summer Convention, The Coconut Malorie Hotel, Ocean City, Md.
- 11-13—Tennessee Press Association, Advertising Managers' Retreat/Circulation Committee Meeting, The River Terrace Hotel, Gatlinburg, Tenn.
- 16-19—National Newspaper Association, Annual Convention, The Sheraton Harbor Island Hotel, San Diego, Calif.
- 17-18—Research and Engineering Council of the Graphic Arts Industry, Fall Executive Committee Meeting, The Westin Hotel, Indianapolis, Ind.
- 17-19—Association of Opinion Page Editors, Annual Conference, The St. Francis Hotel, San Francisco, Calif.
- 18-19—New York Press Association, Fall Convention, The Mirror Lake Inn, Lake Placid, N.Y.
- 18-19—South Dakota Newspaper Association, Annual Fall Advertising Conference, Al's Oasis, Chamberlain, S.D.
- 23—Audit Bureau of Circulations, U.S. Coupon Forum, The Waldorf-Astoria Hotel, New York, N.Y.
- 24-26—Nevada Press Association, Annual Convention, Convention Center, Fallon, Nev.
- 24-26—Washington Newspaper Publishers Association, Annual Meeting, The Red Lion Inn, Yakima, Wash.
- 25-26—Pennsylvania Newspaper Publishers Association, Annual Convention, The Ritz-Carlton Hotel, Philadelphia, Pa.
- 29-10/1—International Newspaper Group, Annual Conference, The Sheraton Premiere Hotel, Tysons Corner, Va.

Seminars/Workshops/Clinics

JULY

- 12-17—Poynter Institute, "Leadership in Photojournalism" Seminar, Poynter Institute, St. Petersburg, Fla.
- 13-17—Rochester Institute of Technology, "Quality Management for Photographic Processing" Seminar, RIT Technical and Education Center of the Graphic Arts, Rochester, N.Y.
- 27-29—Rochester Institute of Technology, "Getting Started in Total Quality" Seminar, RIT Technical and Education Center of the Graphic Arts, Rochester, N.Y.

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Writers Workshop

By Jack Hart

A little bit of a somewhat sure thing

E.B. White called them "the leeches that infest the pond of prose, sucking the blood of words." William Zinsser dumped them into that word purgatory he labeled "clutter" and urged us to strip them from our writing.

They were talking about petty qualifiers, the useless baggage that flattens otherwise lively nouns and verbs. They take the form of modifiers such as "somewhat," "little," "a little bit," "very," "quite," "rather" and "pretty much."

They're cowardly words, one and all, and they drain the strength from muscular sentences. As Zinsser put it in *On Writing Well*, "Good writing is lean and confident. Don't hedge your prose with little timidities."

The argument rests on two principles. The first is that petty qualifiers detract from prose because they add nothing, contributing to the clutter that detracts from the message. The second is that they damage credibility. Once writing starts to sound wimpy, readers have good reason to doubt everything it contains.

A good newspaper is authoritative. It tells 'em what is. Not what sorta is.

Of course, that doesn't mean we should publish unvarnished statements that need qualifying. The trick is to say only what you can say with confidence. Don't rush into sweeping statements that you must weaken for the sake of honesty.

Instead of writing: "She skated a strong program, for the most part."

Write: "She fell on her first jump. Then she picked herself up and finished like a dervish."

Most qualifiers have nothing to do with honesty, however. They sneak into sentences because of bad habits or lack of confidence. Try plucking the qualifiers from the published newspaper statements that follow. What's lost? What's gained?

* * *

Local officials reacted positively — but somewhat tentatively — late last week to a proposed comprehensive highway funding package.

* * *

The city has been able to stage somewhat of a rebound in the economically distressed state.

* * *

... It was somewhat surprising the Lakers came as close as they did.

* * *

It's rather refreshing to have a title be so accurate.

* * *

"From that lofty political post, I began to look at the mayor's office as something suitable," Royer said in the self-mocking tone that belies his reputation for being a bit thin-skinned.

* * *

They may be a bit wishful in their thinking, but they are right to try.

* * *

Democrats acknowledge that they face a considerable uphill effort.

(Hart is the staff development director and writing coach at The Oregonian.)

ON TOP

Times Gains in Circulation Again!

Is it lonely at the top? Hardly. As Tampa Bay's largest newspaper, the St. Petersburg Times reaches far more Tampa Bay adults than its nearest competitor. In fact, according to the just-released ABC Audit, the Times gained circulation during 1991, while the Tampa Tribune actually *lost* circulation.

For example, looking at Sunday figures, the Times increased by +2,997, while the Tribune dropped by -7,736. Put another way, the Times widened its already substantial lead by more than 10,000 copies.

Total Circulation

	Daily	Gain/Loss	Sunday	Gain/Loss
Times	352,135	+7,363	450,490	+2,997
Tribune	286,305	+ 950	372,268	-7,736
Lead	+65,830	+6,413	+78,222	+10,733

Close to Home

More important to advertisers, the Tribune's circulation is scattered in 23 counties, while the Times is concentrated in the four-county Tampa Bay Metro Area. Fully 95 percent of the Times' large circulation is in the Metro, while less than 79 percent of the Tribune's already smaller circulation is this close to home. The result is a

Times lead of far more than 100,000 copies every day of the week.

Metro Circulation

	Daily	Gain/Loss	Sunday	Gain/Loss
Times	337,605	+6,561	427,470	+2,620
Tribune	221,605	-2,683	293,338	-8,988
Lead	+116,000	+9,244	+134,132	+11,608

Complete Coverage

How has the Times climbed to become the 22nd largest newspaper in the United States? The strategy remains very simple - produce an excellent newspaper with complete state, national and foreign coverage, plus local news tailored to each community. We publish ten local sections every day, each with news, features and advertising. With this plan, the Times continues to gain readers in all counties, including Tampa's Hillsborough County. There we have a news staff of 40 based in our new downtown Tampa office building.

As Florida continues to thrive, you can expect the Times to remain *on top* of Tampa Bay. The trendline will be unchanged - circulation growth through journalistic excellence.

Source: ABC Audit Reports for 12 months ending 12/31/91

St. Petersburg Times

Tampa Bay's Largest Newspaper **BY FAR**

Editor & Publisher

THE FOURTH ESTATE

Robert U. Brown, President
Ferdinand C. Teubner, Publisher

James Wright Brown
Chairman of the Board, 1912 - 1959

Councils and tabloids

The Northwest News Council just being formed in Oregon and Washington (*E&P*, June 20, Page 15) is a nobly inspired enterprise. Its announced objectives are to "protect the public from news media inaccuracy and unfairness; promote quality journalism while protecting the free flow of information; improve understanding between the public and the news media."

The director of the council has conceded that "We have our work cut out for us." Some editors have already declared they want no part of it, and only three papers had agreed to participate, as of that date.

The council faces two problems: 1. No matter how idealistic the objectives, some editors will look on it as policing the news columns. 2. Some editors will object to the agreement which participants must sign to publish the council's decisions as "compulsory publication."

No one can disagree there has long been a need for improved understanding between the public and the news media. Quality journalism must always be promoted. However, protecting the public from media inaccuracy and unfairness presupposes there is a lot of it.

If you read the *Shop Talk* column in this issue by Mal Mallette you may wonder if the new council is aiming at the right target. The former head of the American Press Institute and now associated with the World Press Freedom Committee reports from his experience talking with a select group of high school students that a third of them do not approve of the First Amendment and another third had reservations of some sort. He discovered also that these students are heavy readers of the supermarket tabloids, and group them together with the serious press.

"I didn't realize how seriously we are all tarred by the tabloids," he writes.

"A large segment of this blue-ribbon group apparently read the tabloids regularly. Worse, it seemed to me that a large segment of them read little else and, worst of all, the serious press was lumped in many of their minds with the tabloid press."

Mallette expresses the hope that "someone will figure out how to wipe off that tar." Perhaps in creating a better understanding of the press, its functions, its divisions and how it operates, the council can contribute to that cleansing process. If it succeeds, there will be other councils.

Watch out for Baby Bell

Spokesmen for the regional Bell companies continue to insist that the battle with the newspaper industry over providing information services is a free press issue instead of an antitrust issue.

While accusing newspapers of being shrill and shortsighted in this debate, the Baby Bells have launched a campaign on radio accusing "monopolistic newspapers" of being responsible for opposing a development that will create a million or more jobs in the future. It urges listeners to write to their congressmen to oppose the Brooks Bill. It claims the commercial is not paid for by telephone users.

Talk about being shrill!



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of Circulations
Member
American Newspaper
Publishers Association



6 mo. avg. circulation December 1991 — 25,558

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INDEX TO ISSUE

Advertising	12
Book Reviews	27
Calendar	2
Classified Ads	40
Editorials	4
Legal Briefs	24,25
Letters	5
News Tech	16,28
Newspeople in the News	22
Shop Talk at Thirty	48
Stocks	18
Syndicates	32
Writers Workshop	2

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Letters to the Editor

He missed the point

My old colleague Tom DeFeo completely missed the point in his buckshot letter to the editor rambling on about my recent "Shop Talk" article on photojournalistic evolution.

Tom, you're a little confused. This article was a think piece for a leading industry magazine; it was not a college course outline. Sleep well at night, I do teach the technology that is truly amazing and a great part of the future.

After your sleep, venture out and you will learn readers everywhere demand change. Your daily efforts are being read less and less. Ask your newspaper carrier, talk to readers and non-readers.

Thanks for inviting me back to "the real world," but it is not necessary. I have never really left.

My current assignment has, however, given me purpose in talking to large numbers of industry leaders on both a newspaper and corporate level about "the changing newspaper." Some are now voicing concern on the lack of photojournalistic evolution, which was the point of my article.

Despite Tom's humble opinion, I will fight to the end any person who

NEWSPAPERDOM[®]

50 years ago . . .

Twenty-six U.S. newsmen left the Orient this week aboard diplomatic exchange ships *Conte Verde* and the *Gripsholm* after six months' internment. Along with 1,500 other Americans and non-Axis nationals they will be exchanged at a port in Portuguese Africa for Japanese and Thai citizens.

* * *

One hundred-eighteen delegates from 18 republics at the Pan American Press Congress in Mexico City, May 18, unanimously adopted a "Decalogue of Journalism" as their creed. Among its 10 points it said: "Be firm but not stubborn, flexible but not weak, generous but not ingenuous. Be frank, be proud, be energetic, if you want to be respected; humility is good only when it leads to Calvary, and but common cowardice otherwise."

From Editor & Publisher
June 27, 1942

thinks technology in our business should continue to have a higher priority over content evolution, including moment and composition in photography.

Current National Press Photographers Association president and colleague Mike Morse also said it well in the current issue of that association's magazine, *News Photographer*.

"I think we have taken our eye off the ball during the learning curve (computer involvement), and that's understandable. But the truth is that while we've been figuring how to implement new technology, we've been losing ground in the battle to preserve honest, documentary reportage and build the visual side of our publications.

"Photo managers, who 10 years ago were on their way up the corporate ladder and were being groomed to move into upper management, now find themselves standing in place or slipping backward with little hope for upward movement.

"Now it's time to turn back to the task at hand and use new technology to make visual reporting everything it can and should be in our publications."

Photojournalistic evolution has stalled in its content development and we need to get the engines racing again in ways both traditional and new.

I urge Tom to think of the future in total terms. Ours is a business more complex than software. Readers everywhere insist on change. It is vital we talk, respond, and lead again.

STEVE DOZIER

(Dozier is a former photo editor who now teaches journalism at the University of Kentucky.)

Give us a call

Joel Kaplan, in his "Shop Talk at Thirty" column in the April 11 issue, offers a one-paragraph description of the *Wichita (Kan.) Eagle's* election project, suggesting the project crosses some sort of ethical line.

Kaplan's shorthand displays little real knowledge of our work and less understanding of our goals.

I would argue that the *Eagle's* project is in the best traditions of the Fourth Estate.

Journalists who would like to know more — and judge for themselves — can obtain a thorough report on the project for the asking. Just write or call.

STEVEN A. SMITH

(Smith is managing editor of the *Wichita Eagle*.)

PageUp

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\$13,256,000,000.00 was spent by tourists in New England in 1989,* making tourism one of the top industries in New England. New England offers something for everyone. Camp in the woods or spend the week on a windjammer. Go hiking or biking, enjoy the luxurious leisure of haute cuisine in an elegant restaurant or stuff yourself at a village clambake. Swim, sail, go antiquing, shoot the rapids, visit museums, play golf or tennis, or just sit on a porch and rock. Whatever you desire, you can find it in New England. Advertising in the New England newspapers tells consumers how to find their perfect vacation.

*Figures from U.S. Travel Data Center, 1989 State Economies Survey

MAINE

Bangor Daily News (M)
Maine Weekend
Sun-Journal (M)
Sunday Sun-Journal (S)
Maine Sunday Telegram (S)
Portland Press Herald (M)

NEW HAMPSHIRE

Concord Monitor (M)
Union Leader (M)
Nashua Telegraph (E&S)
New Hampshire Sunday News (S)

MASSACHUSETTS

Boston Globe (M&S)
Boston Herald (M&S)
Cape Cod Times (Hyannis) (M&S)
The Enterprise (Brockton) (E&S)
The Daily Transcript (Dedham) (E)
Gardner News (E)
The Sun (Lowell) (E&S)
Daily Evening Item (Lynn) (E)
The Middlesex News (E&S)
The Standard Times (New Bedford) (E&S)
Daily Hampshire Gazette (Northampton) (E)
The Patriot Ledger (Quincy) (E)
Union-News (Springfield) (AD)
Republican (Springfield) (S)
The News-Tribune (Waltham) (E)
Daily Times and Chronicle (Woburn) (E)
Telegram & Gazette (Worcester) (ME&S)

CONNECTICUT

The Advocate (Stamford) (AD&S)
Connecticut Post (M&S)
The Day (New London) (M&S)
Greenwich Time (AD&S)
Hartford Courant (M&S)
The Hour (Norwalk) (E)
Record-Journal (Meriden) (M&S)
New Britain Herald (E)
Waterbury Republican-American (M)
The Sunday Republican (S)

RHODE ISLAND

The Newport Daily News (E)
Providence Journal-Bulletin (M&E)
The Providence Sunday Journal (S)
The Westerly Sun (E)



Internal resentment

Los Angeles Times editors say David Shaw's analysis of his paper's coverage of the city's riots was an unnecessary 'trashing'

By M.L. Stein

David Shaw's five-part series in the *Los Angeles Times* on media coverage of the city's police department has enmeshed him once again in controversy inside the paper.

The Pulitzer Prize-winning media critic aroused particular criticism for his comparison of the coverage of the recent Los Angeles riots by the *Times* and the much smaller *Los Angeles Daily News*, which was portrayed as covering the story more aggressively. One editor accused Shaw of "trashing" his own paper's metro news staff.

Shaw said the *Daily News* "consistently" gave more prominence to the event that led to the riots: the police beating of black motorist Rodney King. The four officers accused of the beating were acquitted by a jury (except for one count against one policeman) and the verdict set off the worst rioting in the city's history.

Although pointing out that the *Daily News*, whose principal market is the San Fernando Valley, is a "local" paper, compared with the nationally focused *Times*, Shaw wrote that the "scrappy challenger" in the first month after the beating made King its lead story on the front page 20 times, compared with four for the *Times*.

However, Shaw observed, it could be questioned whether King deserved that much play in the *News* while the Soviet Union was breaking apart.

Shaw also noted that the *Times*, unlike the *News*, has a separate Metro section in which it can prominently display local stories. He also reported that the *Times* published "a wide range of enterprising overview stories — on the phenomenon of group violence" and other social aspects of the turmoil that erupted in the wake of the King verdict.

But Shaw quoted *Times* staffers who said the paper could have done

a better job of covering the King case and the rioting.

Several black staff members were bitter that the *Times* "did not respond to their reports of widespread police brutality in south Los Angeles before" the King incident, Shaw wrote.

The blacks, he continued, "were especially aggrieved that it was the *Daily News*, not the *Times*, that gave top priority to that pattern of excessive force in post-King coverage."

The Shaw series also tweaked the *Los Angeles* media, including the *Times*, for soft pedaling police brutality before the King episode.

In analyzing riot coverage, Shaw lauded the *Times* for moving "quickly

been following a deliberate strategy of trashing our local news staff, and this is just the latest example," said senior editor Noel Greenwood.

"He is tough as hell on that staff, on restaurant critics, on wine writers, on any other target that lacks political clout within the newspaper.

"That is how he has promoted himself nationally as a fearless media critic. At the same time, he blows air kisses at the movers and shakers in the industry, whose approval he craves and needs. It is damned unfair and deceptive."

Greenwood further declared that the *Times* has a "long record of strong and well-reported coverage of

"David Shaw for a long time has been following a deliberate strategy of trashing our local news staff, and this is just the latest example," said senior editor Noel Greenwood.

and aggressively" on the matter of how Police Chief Daryl Gates and his department performed during the early hours of the upheaval but added this comment: "Although The *Times* provided the most comprehensive examination and chronology of LAPD behavior . . . the *Daily News* was the first to report that 'tensions in the LAPD hierarchy were so severe that the normal weekly command staff meetings were suspended in the four weeks leading up to the riots.'"

Shaw also said the *Daily News* was the first to report in detail "on the seeming impotence of the Police Commission during and after the riots."

Two top *Times* editors were bitterly critical of Shaw's assessment of the paper's coverage of the Rodney King beating and the riots.

"David Shaw for a long time has

LAPD's use of force. To suggest that we roll over and play dead on this issue is just another example of Shaw's mastery of selective reporting."

The effect of Shaw's articles, Greenwood went on, "stamps null and void on the work of a staff which deserves the highest praise for its performance."

Metropolitan editor Craig Turner, although conceding that Shaw brought out some favorable aspects of the *Times*' reporting of the King-related events, took a generally negative view of the series as it related to the *Times*.

"Shaw is more interested in being famous than giving a full, well-rounded account," Turner said. "Being provocative is what he sets out to do but, in many instances, he is not fair to his colleagues."

(See INTERNAL on page 8)

Internal

(Continued from page 7)

Shaw previously stirred staff resentment with his 1990 series on the media coverage of the child molestation charges against teachers at the McMartin pre-school.

In those articles, he rapped the press — and the Times in particular — for allegedly abandoning its traditional sense of fairness and skepticism by relying too much on police statements that the suspects were guilty. All were subsequently acquitted in a trial.

Shaw won the Pulitzer for those stories.

Turner described the Times coverage of the LAPD and the riots as "extraordinarily comprehensive."

"I would never say there are things we could not have done better but, overall, I am very proud of the Metro section," he said.

A Metro reporter, who did want to be identified, agreed with Turner.

"A lot of us knocked ourselves out on the story," he said. "I think we did a hell of a good job. David Shaw

judgments, adding, "So be it."

Asked for an overall assessment of Shaw's most recent articles, Coffey replied: "David spent a lot of time and effort on them and I think that showed in the series. One can always look back at a subject and a hypothetical series that might have been done but these are only interesting issues to raise in retrospect."

Shaw himself shrugged off his critics, contending that "reaction from outside the paper was universally good."

Even at the Times, he said, he had received praise from staff members.

"Those who like my stories tell me. Those who don't tell each other," he elaborated. "There is strong feeling on the city desk that I gave the Daily News more credit than it deserved and that the News sensationalized the police brutality thing."

Shaw said he was surprised that "some people thought I had trashed the Times, but others thought I was too soft on the Times. On balance, I believe I came down on the side of the Times having done a good job in covering the role of the police in the riots and the riots themselves."

Acknowledging that he would not

N.Y. Times to publish daily convention paper

The Democratic National Convention Committee has agreed to allow the *New York Times* to publish a convention newspaper to be distributed at the Democratic National Convention in New York City in July.

The news bulletin, called *Convention Times*, will be distributed in the convention hall July 11-16 to delegates and their families, the news media, and other visitors to the city. The paper will be produced by the Times' marketing department, with no involvement by the news staff.

The tabloid will be 24 to 32 pages and will include four-color news and advertising pages. The Democrats' daily agendas and events coordinated by NY92, the city's host committee, will be listed. Also listed will be lists of restaurants, theaters, shopping spots, maps and guides.

The marketing department, using a staff of free-lance writers, will provide stories and photographs focusing mainly on the social events associated with the convention. About 50,000 copies will be distributed inside Madison Square Garden and all the hotels accommodating the delegates.

Village Voice ads showing in movie theaters

The weekly *Village Voice* is appearing in movie theaters all over New York City.

During the month of June, an ad campaign is being run before the feature film on all 33 of Loews' movie screens in its eight New York City theaters.

The campaign consists of two slides. The first reads "Warning! The following slide contains material of somewhat graphic nature which deals with issues of questionable taste and has not yet been approved for general audiences."

The next slide has the current week's cover of the *Voice*, with a line under reading, "Now showing at newsstands everywhere."

The "in your face" attitude is typical of the agency that created the campaign, Mad Dogs & Englishmen. Emily Rubin, *Voice* promotion director, believes it will get noticed by jaded New York moviegoers. The screen time was purchased from On-Screen Entertainment.

"If I didn't care a great deal about the Times I wouldn't have stayed there 23 years."

doesn't spend a lot of time in the newsroom. He sits with the specialists and is not aware of everything that goes on here."

The reporter said there was considerable resentment over the series among the staff.

Political columnist Bill Boyarsky, who stated that he and Shaw are "personal friends," remarked, in effect, that the inside criticism heaped on Shaw goes with his job.

"Some people here are angry with him and have been before," he said. "I've been really angry with him about things he has written about me, but David performs a necessary function in our profession. In our work, we go after other institutions — into their executive suites. Why shouldn't newspapers be held up to the same scrutiny?"

Times editor Shelby Coffey III, to whom Shaw reports, termed Shaw an "independent voice" who "sometimes writes things we agree with and things that we don't. It's a sign of institutional self-confidence that the paper has a David Shaw."

Coffey recalled that he, too, has been the target of Shaw's critical

lead a popularity poll at the Times, Shaw described his position this way: "A number of people have been very complimentary of my work, but there are those who perceive what I do through a certain filter. They believe I get my jollies by making the Times look bad. The fact is that I bend over backward to be fair in any story — extra so in writing about my own paper. If I didn't care a great deal about the Times I wouldn't have stayed there 23 years."

Some reporters and editors, still resentful over the McMartin series, "were furious about this series before I had even written a word," he said.

Shaw also rejected Greenwood's complaint that he bows to "movers and shakers" in the media, saying that he has written critically "about every major editor and newspaper."

Free weekly

A Lexington, Ky. businessman is starting a free weekly newspaper. The paper will cover only Fayette County.

Lexington Weekly is scheduled for its first delivery July 1, initially reaching 60,000 homes.

UPI sold to Arab firm

Middle East Broadcasting Centre, controlled by Saudis, will become the fifth owner in the past decade of the 85-year-old news agency

By George Garneau

United Press International was sold at bankruptcy auction June 24 for \$3.95 million to a London-based television production company controlled by Saudi Arabians.

Middle East Broadcasting Centre Ltd. will become the fifth owner in the past decade of the 85-year-old news agency that was founded by E.W. Scripps.

Sandra Riemer, an attorney for Middle East Broadcasting, said the 2-year-old company was prepared to invest \$12 million in UPI over the next two years.

The deal was expected to close June 27. Operations were expected to continue uninterrupted through the transition.

UPI vice president and executive editor Steve Geimann said he looked forward to meeting with the new owners, but he did not know who they were.

New York attorney Michael Costello, who also represented Middle East Broadcasting, left reporters waiting on the courthouse steps for an explanation of who bought the company and what their plans were. He could not be reached the following day.

Promotional material said Middle East Broadcasting provides Arabic-language television news and entertainment programs by satellite to clients in the Middle East, Africa and Europe.

Press reports indicated that Middle East Broadcasting is headed by Walid al-Ibrahim, a son-in-law of Saudi King Fahd, through a Saudi company called Ara and the Egyptian industrial company Dalagh.

Asked by U.S. Bankruptcy Judge Francis Conrad about Middle East Broadcasting's financial resources, attorney Riemer said they were "so large I don't even know them myself."

The sale does not include UPI pension funds or an estimated \$12 million in accounts receivable.

The transaction leaves UPI creditors, who are owed \$60 million, with less than 5¢ on the dollar of debt, creditors' attorney Dennis O'Dea said.

The Middle East Broadcasting bid

was recommended by UPI management and creditors — and approved by Judge Conrad — as the highest and best offer, despite a similar but less firm offer by New York attorney Leon H. Charney.

Charney, who has ties with the Israeli government and led an undisclosed investment group that financed UPI losses for a week, said the procedure was unfair and he planned to appeal.

Emphasizing that UPI should remain in U.S. hands, Charney offered creditors a "superior" bid of \$3.75 million, plus a 10% equity stake that he pledged to buy back for \$1 million after five years.

He said that his group paid \$180,000 to finance UPI for a week after it was scheduled to close, in ex-

fers, and Middle East Broadcasting emerged the winner, with Charney conceding that his was a "contingency" bid.

At a May 12 auction, religious broadcaster Pat Robertson won the bidding with a \$6 million offer for UPI. He withdrew the offer after examining the books and submitted a \$500,000 bid for UPI's name and archives. Robertson attorney Norman Cohen upped that bid to \$900,000 and attempted to force the sale to Robertson but was rebuffed.

Conrad described the plight of UPI's 400 to 500 employees, who sacrificed part of their pay and lived through long uncertainty, as "Dante's Hell."

In addition to maximizing the return to creditors, Conrad said the

UPI vice president and executive editor Steve Geimann said he looked forward to meeting with the new owners, but he did not know who they were.

change for a "stand-still" agreement allowing him sole rights to bargain with management. Meanwhile, the Saudi group, which was barred by the agreement from talking to management, negotiated with creditors.

Charney said his agreement was violated and his \$180,000 may have been taken "in bad faith."

Conrad said he never approved the agreement and offered to consider Charney's motion for reimbursement as an administrative claim.

Creditors attorney O'Dea said the best cash deal was accepted because Charney's company was neither formed nor capitalized, and creditors in 1985 accepted an equity offer similar to Charney's but it proved worthless.

At one point during the proceedings, which continued off and on all day in U.S. Bankruptcy Court in Manhattan, Charney and Middle East Broadcasting attorney Riemer took turns raising each other's bids in \$50,000 increments, from \$3.5 million to \$3.95 million.

Finally a closed-door meeting was called to discuss the details of the of-

court had an obligation to "keep as many reporters alive and eating as we can."

It was unclear what would happen with Infotechnology Inc., UPI's bankrupt parent company whose former chairman, self-described turnaround specialist Dr. Earl Brian, was unable to succeed with the chronically financially troubled news agency.

UPI has long suffered financially because it has always been a for-profit news agency whose main competitor, the cooperatively owned Associated Press, was owned by newspaper members.

Like a sickly orphan passed to successive foster parents, UPI has been used and abused—and has slowly deteriorated in terms of the size of the business, staff and reputation—by a succession of owners since Scripps Howard turned it over in the early 1980s to a group that included virtual unknowns Douglas Ruhe and William Geissler.

The same company that Mexican publisher Mario Vázquez Raña paid

(See UPI on page 39)

A new sense of mission

In the wake of the Rodney King case, a coalition of minority journalists vows to improve the status of minorities in the media

By Edward Iwata

A coalition of minority journalists, badly shaken by the Rodney King case and the Los Angeles riots, vowed at a recent conference in Oakland to keep fighting to improve the status of minorities in the media.

Several journalists choked back tears in the opening session as they urged their friends to stay in the profession and to continue pushing for better news coverage of racial issues.

"As the Los Angeles story developed, we kept hearing that diversity was one of the things tearing us apart," said Lisa Chung, a *San Francisco Chronicle* reporter, during the opening session. "As a journalist of color, I felt perhaps I was not doing enough . . . If we're going to rededicate ourselves to being agents of change, then we have to tell our stories again and again and again."

Her remarks came at a conference sponsored by the Institute for Journalism Education at the Parc Oakland Hotel in late May. The conference, called "Voices of Change," was the first of three gatherings across the country for IJE members and supporters.

Many of the journalists were veterans burned out by years of work on minority issues. The conference clearly energized them and renewed their spirits. In lively speeches and



Oakland (Calif.) Tribune publisher Robert Maynard said diversity helps a newspaper's bottom line. Other managers said there is no way to measure the impact of a multicultural approach in the newspaper business.

After some serious jawboning, one verdict stood out: Little has changed since the 1960s, when the Kerner Commission blamed the news media for having ignored racial issues and adding to an atmosphere of racial strife that had led to the Watts riots.

Several journalists choked back tears in the opening session as they urged their friends to stay in the profession and to continue pushing for better news coverage of racial issues.

workshops, they shared war stories about the Los Angeles riots. They bemoaned the small pool of minorities in the newspaper industry. They devised strategies to improve the hiring of minorities and news coverage of minority communities.

(Iwata, a free-lance journalist in Palo Alto, Calif., is a former reporter for the *San Francisco Chronicle* and a graduate of the IJE's 1981 Summer Program for Minority Journalists.)

"How many times does this have to happen to bring about a media system that is truly reflective of our multicultural society?" asked Dorothy Gilliam, a *Washington Post* columnist and chairwoman of the IJE board.

A. Stephen Montiel, the president of IJE, agreed. "Twenty-five years after the Kerner Commission," he said, "we're still measuring progress by fractions of percentage points."

The numbers tell a sad story. Less than 1% of journalists were minori-

ties at the time of the Watts riots, according to Gilliam. Today, there are 5,120 minority journalists, or 9.4% of the total, in newsrooms across the country.

That is not nearly enough, argued Gilliam. "We need look no further than Rodney King's broken face to see that little has changed."

Recent research by IJE shows that it will be a long time before newsrooms are fully integrated. In interviews with 60 news executives, IJE found there are few minority managers in editorial, marketing, circulation, and production; and the number of minority candidates for prized management jobs is much too small, IJE learned.

Another bad sign: The newspaper industry is not attracting the best minority students, who believe that daily newspapers are hostile to them as readers and potential employees, according to the IJE research project.

Why so little progress? As in most discussions of race in America, no one at the conference had clear-cut answers or explanations.

"When it comes to [racial] diversity, perhaps the media is no different than any other beast in society — it does business as usual," said Gerald Sass, senior vice president of the Freedom Forum foundation.

Sass and others stressed that the media play a crucial role in portraying images and spreading attitudes and opinions. To a large degree, newspapers set the public agenda. In this sense, the burden is much greater on the media to reflect a multicultural society truly.

But how?

"Everything and anything needs to be done," said Katherine Fanning, former publisher of the *Christian Science Monitor* and an IJE board director. "Even if the door has been slammed on you one, two, three, four times, you have to try a fifth time."

The toughest trick is convincing publishers that racial diversity is a business asset, according to media experts at the conference.

Multicultural change in the global marketplace — and the newspaper industry — is growing and inevitable, said Caesar Andrews, executive editor of the *Rockland Jour-*

nal-News in West Nyack, N.Y.

"This isn't welfare," Andrews said. "These are people whose ideas and perspectives can be translated into readers and advertising dollars and a future for a medium struggling to find its way."

His thoughts are echoed by Gilliam in a recent report for the Freedom Forum Media Studies Center. She writes: "As readership, circulation, and advertising dip . . . smart media owners are realizing that they may not be able to afford the luxury of their prejudices . . . Minorities are increasingly the cornerstone of growth and economic survival for the newspaper industry."

At the IJE conference, newspaper people disagreed over whether racial diversity — in newsrooms, marketing, advertising, circulation — could be called an economic success at this early stage.

Robert Maynard, the publisher of the *Oakland* (Calif.) *Tribune*, told the conference participants that diversity helps the bottom line.

"[Our newspaper] is alive and growing because it is diverse," he said. "It's no longer a theoretical argument. As far as our market is concerned, the data is in."

Despite Maynard's optimism, several top editors and business managers said they knew of no way yet to measure the economic impact of a multicultural approach in the newspaper business. Still, they remained hopeful about the long-range outlook for diversity in the media.

In one workshop, six journalists and business managers plotted the best strategies for bringing racial diversity to an imaginary newspaper.

"Do we cooperate with management or confront them?" asked an Asian-American reporter. "We've got to change the system from top to bottom."

"We see the bottom line," said a black sales manager. "Editorial is the goods, the product, we sell. Just to come to this conference, I had to justify how it would help us in a business sense."

"So diversity is OK as long as it's cheap?" asked an Asian-American journalism educator.

"Diversity's important," said a Latino broadcaster, "but this is probably the worst time to push for it with the economy and all."

During another workshop, the journalists attacked the media's stereotypical coverage of racial issues and people of color.

"They go away with snapshot images of our cultures, while ignoring reality most of the time," said Felix Gutierrez, vice president of the Free-

dom Forum in Arlington, Va.

Others charged that the mainstream media see racial minorities not as unique individuals but as exotic subjects, in the same way feminists believe the media "objectify" women as sexual playthings.

According to Nancy Butterfield, a columnist for Gannett News Service, Native Americans are portrayed as sinister warriors, as alcoholic wards of the state, or as quaint remnants of the past — "the last of the Mohicans or the last medicine man," she said.

"A reporter once asked me what kinds of cultural things I do daily," said Martin Kaukazoo, executive director of Urban Indian Health Inc. in Oakland. "I didn't know how to answer him. I don't run around all day being an Indian . . . Hollywood has done more harm to Indians than the whole Seventh Cavalry."

The media also glorify black superstars such as Bill Cosby and Michael Jordan, while glutting the

"All journalists are products of this society," said Valerie Chow Bush, the new executive director of the Asian American Journalists Association. "We need to take a hard look at our own myths and stereotypes if we want to build a true coalition."

Despite the cross-cultural obstacles, many are excited and optimistic about the shared vision of the journalists.

"This is a first step, a building block, toward 1994," said Montiel, alluding to the huge "Unity" conference in Atlanta, Ga., planned by the four minority journalism associations. "Some of the issues are so deep there's no way you can deal with it all in one gathering."

The conference seemed to mark the start of a new era for IJE. The institute was created by journalists of color in the late 1960s in the wake of the Watts riots and the Kerner Commission report. Over the years, IJE has trained 450 minority reporters and editors, including many who be-

"Media executives we talk to say they're burned-out on diversity," said Gilliam of the Post. "They ain't heard nothin' yet."

airwaves with images of black gangs and criminals, observed Julianne Malveaux, an economist and a syndicated columnist. "The media have failed to place a bridge between those two extremes."

Going further, journalists need to shuck their old ways and redefine the concept of news, said Austin Long-Scott, a journalism professor at San Francisco State University.

In covering racial stories, they should also look at class and socioeconomic issues. They ought to rely less on dramatic conflict and sexy images. They must seek out more minority experts, and they should question their traditional values, such as the assumption that democratic capitalism in America is the best system by which to judge other countries.

However, before they reshape the editorial ethos of the entire news industry, a more personal issue awaits minority journalists: race relations among themselves. Despite their common political goals, journalists of color are often guilty of interracial ignorance and misunderstanding.

At one recent media conference, a journalist was startled to hear a black editor refer to a colleague as an "Oriental," an outdated term that is as offensive to many Asian-Americans as "Negro" and "colored" are to African-Americans.

came news executives and Pulitzer Prize winners.

Recently, however, IJE has heard criticism from some loyal supporters who believe it has lost a bit of fire and direction.

Many feel that IJE stumbled badly three years ago when it killed the Summer Program for Minority Journalists, its training program for young reporters, and Job/Net, its job placement program, to focus more on management development.

Other skeptics say IJE has done little to mobilize its huge network of alumni. Some even scoff at the old slogan, "the IJE Family," saying the powerful IJE board is as closed as any old boys' network.

All agree, though, that IJE has been a strong force for change in the industry. Clearly, the institute has never lost sight of its original vision: the full integration of newsrooms from New York to L.A.

"Media executives we talk to say they're burned-out on diversity," said Gilliam of the Post. "They ain't heard nothin' yet."

Will the new call to arms rouse minority and white journalists into action? No one knows for sure but, as one editor said at the conference, if the videotape of a badly beaten Rodney King doesn't do it, it is hard to imagine what will.

Nordstrom targets black customers

Will spend \$220,000 to advertise in black newspapers on West Coast

By Ann Marie Kerwin

Nordstrom department stores has said it will spend \$220,000 to advertise in black newspapers on the West Coast.

Under the agreement between the West Coast Black Publishers Association and the chain, Nordstrom will place monthly advertisements in 20 publications for the next 10 months. The contract continues through February.

"The West is changing dramatically. Under the new diversity of this region, companies must change their way of thinking and way of doing business," said Bernard Foster, president of the West Coast Black Publishers Association and publisher of the *Portland (Ore.) Skanner*.

"I think it's a good business decision on their part. This customer base is a major portion of their revenue," Foster said.

Nordstrom will continue to advertise in black newspapers with which the company already has a business relationship, the *Oakland (Calif.) Post*, the *San Francisco Sun Reporter*, the *Seattle Medium* and the *Tacoma (Wash.) Citizen*.

Foster said Nordstrom had always advertised sporadically throughout the year.

"The face of the West has changed

tremendously. You don't do business the way you did 10 years ago," Foster said. He believes companies are recognizing a way to reach the changing market through the newspapers he represents.

The advertisements will appear in newspapers in California, Washington and Oregon.

The announcement, made at the end of April, came one week after a group of current and former black Nordstrom employees filed a lawsuit accusing the Seattle-based apparel retailer of racial discrimination, according to the Associated Press.

However, a company spokeswoman said the ads were not a response to the suit.

The company reached an agreement with the West Coast Black Publishers Association, a trade group representing the newspapers. Negotiations went on between the two for three months before the suit was filed, said the spokeswoman, Kellie Tormey.

"It is a continuation of the company's interest in seeking out opportunities to do business with minority companies," Tormey said.

A sales force from the publishers' association had approached Nordstrom with the deal several months before, Foster said.

The agreement underscores the store's commitment to the black com-

munity and the company's desire to better serve that growing customer base, according to a spokeswoman.

"We are saying we recognize you as a community and you are a vital part of our customer base," said Linda T. Finn, Nordstrom advertising director.

Artesa Media Services, a minority-owned company based in California, will handle administrative matters related to the agreement.

In May, Nordstrom began advertising in the following newspapers:

California — *Black Voice*, *California Voice*, *Carson Bulletin*, *Compton Bulletin*, *Herald Dispatch*, *Inglewood Tribune*, *Los Angeles News Observer*, *Lynwood Journal*, *Pasadena Journal*, *Precinct Reporter*, *Sacramento Observer*, *San Diego Monitor*, *San Diego Voice & Viewpoint*, *San Fernando Valley News Observer*, *Tri County Bulletin* and *Wilmington Beacon*.

Washington — *Northwest Dispatch*, *Seattle Facts* and *Seattle Scanner*.

Oregon—*Portland Skanner*.

The West Coast Black Publishers Association represents black newspapers in 18 western United States markets in Oregon, Washington, California, Arizona and Nevada. The newspapers' circulations range from 40,000 to 10,000.

IN BRIEF

New Spanish shopping guide

The *Long Beach (Calif.) Press-Telegram* has launched a new Spanish shopping guide, *El Economico*, for its Hispanic readers and advertisers who want to reach the area's expanding Hispanic population.

Nineteen thousand issues of the weekly tabloid are being home delivered in the cities of Norwalk, Paramount and Long Beach, and 15,000 are distributed in bulk to small grocers and markets in the greater Long Beach area.

In addition, 300 racks are dedicated to *El Economico* in the cities

of Carson, Wilmington and other P-T markets.

Houston Chronicle reformats, rezones its free weekly

The *Houston Chronicle's* This Week newspaper, a weekly zoned product delivered to subscribers and non-subscribers, has been rezoned and reformatted to better serve readers and advertisers.

Previously a tabloid, the product will now be a broadsheet, making it easier to read and more accessible to

advertisers who use it in connection with an ROP ad buy. The zones were redesigned to offer neighborhood coverage that is better defined and more in line with the areas small businesses are trying to target.

Las Vegas News Bureau closes

The Las Vegas News Bureau, which has served the needs of national and international media with Las Vegas information for more than 40 years, will be dissolved as of June 28, by its parent company, the Las Vegas Chamber of Commerce.

New York Times in joint cable news venture

New York 1 News, Time Warner's all-news cable television channel in New York City to be launched in September, will produce a nightly program in association with the *New York Times* to "explore in depth issues that are important to the city," according to a joint statement by the two media companies.

The program, to be called *New York Closeup*, will include discussions with reporters from the Times staff. It will be broadcast live from 11:15 p.m. to midnight, Eastern time, on Sunday through Thursday evenings, and will be carried on all of Time Warner's cable systems that serve the city.

The show will be anchored by a regular host who will be joined by a changing panel of journalists from the Times and New York 1 News, as well as newsmaker guests. It will include viewer call-in segments, taped reports and two-way remote interviews.

Times publisher Arthur Sulzberger Jr. said, "The New York Times is committed to providing thorough news coverage of the metropolitan area, and we are pleased to be working with Time Warner in the production of *New York Closeup*."

In recent months, the Times has increased its daily metropolitan coverage, has added news reporters for its Metro section and has introduced a new Sunday Metro section.

Tampa Tribune donates recovered legal fees

The *Tampa* (Fla.) *Tribune* has given nine local non-profit agencies \$44,250 in legal fees it recovered from the state Department of Health and Rehabilitative Services.

The newspaper successfully sued HRS last year to open secret files detailing the agency's failure to protect children and adults from abuse and neglect. Lawmakers this spring passed a measure to make the records open.

H. Doyle Harvill, chairman and publisher, and managing editor Lawrence McConnell selected nine groups that work with abused chil-

dren, battered women or pregnant teen-agers from more than two dozen organizations that applied. Each have received an equal share of the \$44,250.

Hot line effective tool in opening school meeting

A Texas hot line report was just what Robert C. Moore of the *El Paso Times* needed to confront a school board that had ordered a reporter and a photographer out of a hearing on whether a teacher-coach should be fired.

In a report to Nancy Monson, executive director of the Freedom of Information Foundation of Texas (FOIFT), Moore, the paper's night city editor, said the board closed the meeting to the public when juveniles were called as witnesses, even though the teacher had requested an open hearing.

The news team phoned Moore, who immediately placed a call to FOIFT's FOI Hotline.

Attorney Don Richards of Lubbock advised him that the board probably had acted improperly. None of the provisions for executive sessions contained in the state's Open Meetings Act appeared to apply to the school board action, he determined. Moore drove to the board meeting where he registered an objection to the closing.

"The board president chose to ignore me," the editor recalled. "I repeatedly requested that my objection be entered, and cited the relevant passages of the Open Meetings Act. After five minutes . . . I walked away, without my objection entered."

However, Moore continued, the board went into recess after his departure, apparently for a discussion with its attorney.

When the hearing resumed, he said, the board announced that future questioning of juveniles would be open to the public.

"This was a triumph for the public's right to know," Moore said.

Meanwhile, Monson reported that the A.H. Belo Corp., owner of the *Dallas Morning News*, has made a \$40,000 grant to FOIFT. The *Fort Worth Star-Telegram* contributed \$5,000 and the *Austin American-Statesman*, \$1,000 as part of the annual media gifts to the foundation.

— M.L. Stein

Alfred Friendly fellows named

Eleven journalists from Third World and Eastern European countries have been selected for 1992 Alfred Friendly Press Fellowships, which provide for six-months of professional experience at U.S. publications.

Participating for the first time this year are the *Des Moines Register*, the *Pittsburgh Post-Gazette* and the *Charlotte* (N.C.) *Observer*.

The fellows and their hosts are as follows: Qudssia Akhlaque, assistant magazine editor, *The Nation*, Lahore, Pakistan, to the *Chicago Tribune*; Olatunji Bello, political editor, the *Concord Press*, Lagos, Nigeria, to the *St. Petersburg* (Fla.) *Times*; Eva Elekes, foreign news editor, *Nepeszava*, Budapest, Hungary, to the Washington, D.C., bureau of *Time* magazine; Mae Ghalwash, Cairo bureau chief, the *Arab News*, Cairo, Egypt, and this year's Helen Baldwin Fellow, to the *Washington Post*; Miao Hong, features writer, *China Features*, Beijing, to *The Tennessean*, Nashville, and *USA Today*; Laston Mutegi Njau, city editor, *Nation Newspapers*, Nairobi, Kenya, to the *Charlotte Observer*; Keith Leroy Noyahr, senior reporter, the *Sunday Times*, Colombo, Sri Lanka, to the *Pittsburgh Post-Gazette*; Alfred Ntonga, reporter, *Blantyre Newspapers*, Blantyre, Malawi, to *The Oregonian*, Portland; Renato Reyes, reporter, the *Philippine Star*, Manila, to the *Detroit News*; Joel Souza Pinto Sampaio, supervising editor, *Empresa Jornalística Folha de Londrina*, Londrina, Brazil, to the *Des Moines Register*; and Betsy Selirio, Money section editor, the *Manila Chronicle*, Philippines, to the *Philadelphia Inquirer*.

Switch to a.m.

The *Las Cruces* (N.M.) *Sun-News* will become a seven-days-a-week morning paper beginning this month.

The later press time will allow the newspaper to print the latest West Coast sports scores, including coverage of New Mexico State University games in conference play in California.

The *Sun-News* published for morning delivery Saturdays and Sundays before the shift.

Death of a small-town publisher

Mysterious circumstances surrounding the April 30 killing of crusading Warren Duliere have police labeling everybody a suspect

By Tony Case

As owner, publisher, editor, and columnist of the *West Virginia Advocate*, Warren E. Duliere was one of the most visible and influential people in his hometown of Capon Bridge.

Not all of the 1,500 or so residents of this infinitesimal place, nestled amid the vivid foliage and picturesque peaks of the Blue Ridge Mountains, knew him personally. But everybody knew of him, at least.

On the pages of his monthly tabloid, the maverick military man-turned-newspaperman chronicled the goings-on of Capon Bridge, Hampshire County, and the county seat of Romney.

Warren Duliere will not be cranking out his copy anymore. He was found shot to death with his own gun April 30 in the garage of his house, which stands on a steep incline near Capon Bridge proper.

And the circumstances surrounding the death of the 60-year-old editor are so mysterious, so baffling, that it seems everybody's interest has been piqued, everybody from the West Virginia state police to a U.S. senator to the FBI to prominent news organizations—down to the very residents of Capon Bridge, who had not seen a murder here in more than a decade.



The late Warren Duliere

well enough to express an opinion about him, but nearly everyone had something to say about his newspaper.

Like many small-town papers, the *Advocate* illustrated the normality of day-to-day life in rural America; after all, County Commission and school board meetings do not always make for the liveliest copy.

Of course, small towns can also be the most eccentric of places, and Capon Bridge certainly had its share

Perusing back issues of the *Advocate*, one can see that there were not too many controversial topics Warren Duliere would not touch. Some random headlines: "Alleged Illegal Driving Permits Issued to DUIs," "Group Director Claims Board May Be Guilty of Fraud," "Sheriff Refuses to Release Information."

Few, it seems, were exempt from his criticism, which was often salacious and scandalous. Not the most powerful politicians, patriarchs, or preachers. Not candidates for public office or self-interest groups or non-profit organizations. Not even his friends and acquaintances.

The paper was brutally frank, and frequently amusing. Regular fare included stories about the impropriety of local politicians, reports on natural disasters that ravaged the town, features about celebrities—Burt Reynolds was one—who passed through the area. There were articles on county fairs and County Commission rows, tax referendums and public protests, church socials and UFO sightings.

As noted, Duliere was not afraid of cornering the purveyors of wrongdoing. Thus, friends, associates, and townspeople at large concur that he probably made a few enemies along the way.

Perhaps the subject of an unflattering story targeted the newspaperman for death. Or he could have interrupted a burglary in progress. (Police officials disclosed that some items in the house had been moved around, as if someone had been searching for something; however, nothing was missing.)

It might have been suicide. Or could it have been someone trying to thwart Duliere's own political ambitions? (He had been running for a County Commission seat at the time of his death; he was shot just days before the election.)

Even the state police, who have been investigating the incident for the last few weeks and who initially favored the burglary scenario, seem to be stumped. As state police Sgt. Bill Shoop said, "Everybody is a suspect."

The case is so suspicious that Jay

"From 1982 until he was shot to death . . . Duliere lived under a cloud of anonymous death threats, both phoned and written."

Voice for the voiceless

Duliere left behind quite a legacy with the *West Virginia Advocate*, which has been described as "controversial," "scandalous," and a "voice for the voiceless."

Many residents of Hampshire County who were interviewed for this story said they had not known Duliere

(E&P associate editor Tony Case visited Capon Bridge recently to try to shed some light on the death of crusading newspaper owner Warren Duliere.)

of news of the quirky sort—all of which was investigated, reported, and commented on by Duliere.

The *Advocate* was the *Town Crier* meets the *National Enquirer*. It was the record of a town characterized by its own banality and, at the same time, idiosyncrasy.

Capon Bridge—replete with general store, post office the size of a walk-in closet, and a smattering of churches, service stations, and taverns—could be right out of the writings of Faulkner or Sherwood Anderson.

Rockefeller, the Democratic senator from West Virginia, asked the FBI to investigate. The agency eventually determined, however, that the case did not warrant its involvement, according to FBI spokesman Jeff Kimball.

This is the stuff of which pulp murder mysteries or movies of the week are made: A brash, small-town editor writes a few racy stories in his paper, makes some enemies, and turns up dead one day under fishy circumstances. Whodunnit?

Ku Klux Klan link

It seems that there are as many theories about who killed Warren Duliere as there are cockleburs in this neck of the woods, and the news media have joined in the guessing game.

News accounts that have appeared in the *New York Times*, the *Washington Post* and on the Associated Press wire all have speculated on Duliere's death.

Though it has been established that the newspaperman published reams of controversial news articles and opinion pieces about various individuals and groups, the media and other prurient spectators have focused on the same suspect: the Ku Klux Klan.

Selected leads to news stories about the incident follow.

Warren Duliere was enraged when the Ku Klux Klan came to town last year and set about wooing new members. So he slipped into a Klan rally with a hidden camera and a tape recorder, then published the pictures and the venomous speeches in his newspaper.

— *New York Times*, May 12

A newspaper editor in West Virginia who recently dared the local Ku Klux Klan to "come out of the darkness and be seen" was found shot to death last week in a mysterious incident that has touched off a flurry of gossip and speculation in his tiny hometown of Capon Bridge on the slopes of the Appalachians.

— *Washington Post*, May 7

A newspaper publisher who said he was threatened after secretly attending a Ku Klux Klan rally and writing about it was found shot to death, authorities said.

— *Associated Press*

Death threats

Reportedly, Duliere had received several death threats after he sneaked into one of the group's meetings last December, audiotaped and photographed it, then published the transcript and pictures.

However, as the newspaperman's



The Advocate Duliere's controversial monthly tabloid

longtime friend Wilmer L. Kerns of Arlington, Va., noted in an *Advocate* piece published shortly after Duliere's death, the newspaperman was no stranger to danger.

"From 1982 until he was shot to death . . . Duliere lived under a cloud of anonymous death threats, both phoned and written," Kerns wrote. "He was not afraid, and I often wondered why he didn't live a more defensive lifestyle. His attitude about death was philosophical."

Kerns said of the *Advocate*, "For a decade, [it] carried a message of social justice to this region. Warren E.

"I've got facts the papers aren't aware of, but I have to work the investigation. I can't sell newspapers, I'm trying to find out what happened out there."

Duliere was an advocate for the poor, the oppressed, the uneducated, and victims of injustice . . . The West Virginia *Advocate* was an appropriate name for the paper."

Although Duliere had been threatened previous to his crusade against the Klan last winter, there are those who believe this is an open-and-shut case: the Klan, angry after being blasted by the editor, silenced him. Duliere duped the KKK—notorious for its racist vituperation, burning crosses, and white, pointed hoods—and they, in turn, got even.

There are others—in fact, most individuals interviewed for this story—who discount the Klan angle altogether. Sgt. Shoop, who is heading the state police investigation, is one of them, and he believes the reason that the media have concentrated on the KKK is clear.

"I think they're just trying to drum

up newspaper sales," he opined. Duliere "wrote articles about everybody and everything. I've told 'em and I've told 'em, but I don't know why they keep on banging on that drum."

Shoop was hesitant to talk about the Duliere incident, partially because of what he asserts was the big-city media's exploitation of the story ("I am obligated to the local media and to the family," he said), and also due to the fact that the investigation is ongoing.

Predictably, Shoop would not disclose what, if anything, the state police have uncovered thus far.

"I can't release any information until it's safe to do so," he said. "I've got facts the papers aren't aware of, but I have to work the investigation. I can't sell newspapers, I'm trying to find out what happened out there."

While he would not divulge any hard leads, he did offer these facts: The case is being worked as a homicide, the state police are trying to establish a motive, and there are no solid suspects.

Klansman's denial

Calvin Neighbors, a factory worker and self-described "recruiter" for the Klan who lives in nearby Gore, Va., another docile hamlet straddling a state highway, refuses to believe that anyone with his organization was involved in Duliere's death. Like Sgt. Shoop, Neighbors has an idea why

the media have pinpointed the KKK.

"We're right-wing, and newspapers are left-wing," he said. "That's just the way its going to be."

He continues, "We're an easy scapegoat for something like that, but it wouldn't make any sense for us to do something like [murder a newspaper editor] when we're trying to recruit members and gain political influence. That's not the way to go about it."

Neighbors has noted that the Klan enjoyed the publicity it received from Duliere's articles. He had been actively seeking new members in Capon Bridge when the *Advocate* piece was published—and the story, he says, helped generate interest.

Sgt. Shoop noted that the Grand Wizard of the KKK had actually written Duliere a thank-you note following the coverage.

(See *DEATH* on page 36)

Newspapers and the environment

Despite greening, newspapers will be target of Clean Air Act; big-city papers may be forced to pay for their neighbors' pollution

By Mark Fitzgerald

Though newspapers are increasingly green products, they will still be affected by the new federal Clean Air Act regulations, industry experts say.

That is especially true, they say, for big-city papers, which may find themselves in effect paying for their neighbors' pollution.

Under the new definitions of the Clean Air Act, businesses will face different pollution requirements according to how well or poorly their regions are doing in meeting national ambient air-quality standards.

"The worse the air quality, the more stringent the definition of a major industrial [pollution] source becomes," H. Wilson Cunningham, Newspaper Association of America vice president/technology research, told a session at the recent ANPA/TEC 92.

In the most restrictive regions, a

for lithographic printing," Cunningham said.

Newspapers could face this bureaucratic classification even if they are simply "close to a major city, where prevailing winds . . . blow pollution over you," NAA senior vice president/technology George R. Cashau told a general session at ANPA/TEC 92.

The key pollutants for newspapers to be concerned about are so-called volatile organic compounds, or VOCs. In an offset newspaper, these are found in inks, cleaning solvents, and fountain solutions.

Soon, the federal Environmental Protection Agency is to release its so-called RACT (reasonable available control technology) recommendations for newspapers, Cashau said.

"NAA has been working with the EPA to try and obtain an exclusion for newspapers from these regulations since it is our belief that newspapers

control technology is the use of press-cleaning solutions with less than 30% volatile organic compound, NAA's Cunningham said.

"Without declaring victory before the final battle is fought, the first draft of this CTG . . . was extremely favorable for the newspaper industry," Cunningham said.

It is still, however, a considerable change from the old Clean Air Act definitions, which did not consider newspaper ink a volatile material at all.

Also, newspapers in so-called severe and extreme NAAQS attainment regions may face operational restrictions not directly related to printing, Cunningham warned.

"The NAAQS for nitrogen oxides and carbon monoxides require employers of more than 100 people to reduce work-related vehicle trips and miles traveled by employees," he said.

Depending on the region, this could mean anything from mandatory car-pooling to four-day workweeks and fleet conversions to lower polluting fuels such as methanol or natural gas, Cunningham said.

Newspapers will also likely be affected by the phasing out of chlorofluorocarbons or CFCs.

Air conditioning units will eventually have to be modified for new refrigerants, which could cost "tens of thousands of dollars," Cunningham said.

"And by the year 2015, your Halon fire suppression system will need to be replaced with an alternative system," he said.

There will be one more change, Cunningham added, "I can guarantee that the amount of paperwork required will increase."

Newspapers could face this bureaucratic classification even if they are simply "close to a major city, where prevailing winds . . . blow pollution over you . . ."

business would be considered a "major industrial source" if it has the potential to emit as little as 10 tons of regulated pollutants annually. The least restricted of the so-called "attained regions" would set a benchmark of 100 tons of pollutants.

A plant considered a major industrial source will have to obtain an operating permit from its state. Though the act is a federal law, states are responsible for enforcement.

"Most states will require most large newspapers — those with circulations around 100,000 and greater — to obtain some form of operating permit," Cunningham said.

Don't do it, he added.

"I suggest that you fight any attempt by a state regulatory agency to classify your facility as a surface-coating operation and you should be regulated by the rules set forth in the CTG [control technology guidelines]

are not major polluters," Cashau said.

Already, the newspaper industry appears to have won two big battles with regulators.

Last October, the EPA released draft standards that separate newspapers from other lithographic printing operations such as heatset offset

More News Tech stories appear on Pages 28-31.

or sheetfed printing. In addition, the EPA draft applies a "retention factor" of 95% to newspaper VOC, recognizing that the great bulk of VOC compounds remain in the newsprint.

This means that only 5% to 10% of the ink will be considered when VOC emissions are calculated for permit purposes.

The only recommended emission

Joint cable guide venture

Tribune Co.'s *Orlando Sentinel* and Time Warner Inc.'s CableVision of Central Florida plan to publish a cable television guide beginning in July.

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PARADE

The star of "Thelma & Louise" has made a career of playing unconventional characters. Her real life is almost as surprising.

CONQUERING PASSION OF SUSAN SARANDON

Maxwells arrested; charged in connection with looting pension fund

Ian and Kevin Maxwell were arrested in London and charged in connection with the \$1 billion plundering of companies and pension funds controlled by their late father, Robert Maxwell.

Britain's Serious Fraud Office accused the sons and executive Larry Trachtenberg of conspiring to defraud. Trachtenberg was a director of Bishopsgate Investment Management, a Maxwell company that controlled pension funds for Maxwell's employees.

Trustees who took over Maxwell's companies after his mysterious death Nov. 5 have blamed him for siphoning more than \$1 billion from his companies and pension funds in a desperate attempt to reinforce the price of his companies' stocks. The stocks secured the loans that kept his empire afloat until his death.

In other developments, Mirror Group Newspapers, Maxwell's publicly traded newspaper company and publisher of the *Daily Mirror* in London, and administrators of his other companies, filed a claim of more than \$200 million against the New York *Daily News*, which Maxwell acquired in March 1991. The money-losing *Daily News* filed for bankruptcy protection from creditors in January 1992.

Mirror Group accuses the *Daily News* of being liable for fraud and aiding and abetting a \$91 million fraud.

The *Daily News* has denied any wrongdoing. However, in bankruptcy papers, the *Daily News* said that Robert and Kevin Maxwell used the paper to transfer millions of dollars—beyond “the ordinary course” of its business—between his companies, banks and brokers, according to the *Financial Times* of London. The two “authorized and directed” the transactions between March 21 and Nov. 29 last year, the *Daily News* said.

In one instance, the *Financial Times* said, Robert Maxwell ordered Mirror Group to borrow £50 million from Bankers Trust in London, convert it to \$86 million through Shearson Lehman Brothers, move it to the *Daily News*, and transfer it back to Britain and France to repay other debts.

As a result of the secretive transactions, Mirror Group reported a \$727 million loss for 1991 on revenues of \$862 million. The loss included a pretax charge of \$921 million for “unusual transactions and relationships.”

The biggest part of the charge was \$390 million to cover the cost of present and future obligations to Maxwell company pension funds, which face shortfalls after previously producing surpluses.

Without the charge, Mirror Group would have reported an increase in operating profit to \$157 million.

Mirror Group told shareholders that fund transfers continued after Maxwell's death and involved Robert, Kevin and Ian Maxwell, and another executive, Michael Stoney.

Mirror Group also said it was filing a claim against Goldman, Sachs & Co. on the grounds that the U.S. investment bank knew or should have known that fund transfers it handled for the Maxwells were improper.

Goldman Sachs denied any knowledge of impropriety.

Ian and Kevin Maxwell surrendered their passports and were freed after posting bails of \$460,000 and \$925,000, respectively. Trachtenberg posted \$550,000.

Editor & Publisher U.S. Media Stock Values (Weekly Closing Quotes)

Stock	6/23/92	6/16/92	6/25/91
Affiliated Publications Inc. (NY)	10.375	10.50	9.00
A.H. Belo Corp. (NY)	42.875	43.75	30.875
Capitol Cities/ABC Inc. (NY)	458.125	475.00	442.00
Central Newspapers Inc. (NY)	21.25	22.25	20.00
Dow Jones & Co. Inc. (NY)	31.75	31.00	28.125
Gannett Co. Inc. (NY)	44.375	44.25	42.375
Knight Ridder Inc. (NY)	57.375	57.00	51.25
Lee Enterprises Inc. (NY)	26.75	27.75	26.50
McClatchy Newspapers Inc. (NY)	21.50	21.25	21.50
Media General Inc. (AM)	18.125	18.00	21.25
Multimedia Inc. (OTC) *	28.25	26.75	28.50
New York Times Co. (AM)	28.50	29.75	24.125
Park Communications Inc. (OTC)	16.00	15.75	15.25
Pulitzer Publishing Co. (OTC)	28.00	30.125	22.25
E.W. Scripps Co. (NY)	27.25	28.125	19.75
Times Mirror Co. (NY)	34.50	34.125	30.00
Tribune Co. (NY)	40.75	40.625	43.25
Washington Post Co. (NY)	221.00	221.00	226.00

* 3 for 1 stock split

Editor & Publisher Foreign Media Stock Values (Weekly Stock Quotes)

Stock	6/23/92	6/16/92	6/25/91
McLean Hunter Ltd. (a)	11.875	12.00	10.375
Hollinger Inc. (a)	11.00	11.25	12.875
Quebecor Inc. Class A (a)(d)	13.875	14.25	8.875
Reuters (c)	61.50	61.625	38.125
Southam Inc. (a)	16.25	16.50	18.625
Thomson Corp. (a)	15.00	15.00	15.375
Toronto Sun Publishing Corp. (a)	16.625	16.50	17.50
TorStar Corp. (a)	20.75	21.625	24.875
Pearson Ltd. (b)	4.03	4.17	3.515
News Corp. Ltd. (c)	30.25	30.50	11.875

(a) Quotes are in Canadian Dollars

(b) Quote is in British Pounds

(c) Quote is in U. S. Dollars

(d) 2 for 1 stock split - January 24, 1992

(e) 2 for 1 stock split - June 15, 1992

Prepared for E&P by Wertheim Schroder & Company Inc.

The trio was charged with defrauding Swiss Volks Bank of \$36 million by misrepresenting ownership of Berlitz International stock after Robert Maxwell's death.

Kevin Maxwell and Trachtenberg were also accused of defrauding Swiss Bank Corp. of \$101 million by selling stock they did not own and stealing \$13 million worth of stock from a Mirror Group pension fund.

Robert Maxwell also controlled the publicly traded British firm Maxwell Communication Corp. and U.S. interests including the publishing house Macmillan Inc., and the newspaper advertising distribution system Ad/Sat.

The *Daily News* is negotiating its sale to Canadian publisher Conrad Black, chairman of Hollinger Inc. Also interested in buying it is *U.S. News & World Report* publisher Mortimer Zuckerman, who has met with *Daily News* union leaders and discussed plans to build a new printing plant.

Re-evaluation time for INMA

Newspaper marketing group must decide where it fits in following the merger of the other newspaper associations into one organization

By Ann Marie Kerwin

The recent International Newspaper Marketing Association's 62nd International Conference in Dallas was based around the theme "Reinventing the Newspaper," but it could have read, "Reinventing the Organization."

As the only association with a legal glitch that denies them access to the new Newspaper Association of America, INMA is in the throes of deciding its future.

The message being sent by INMA officials and staff was that INMA would continue in some capacity. Exactly how the organization will fit into the overall picture of newspaper associations is still to be decided.

Attendance was up about 10% from last year's conference, with approximately 340 present, according to INMA staff. Nearly 20% of those were international members, representing 15 countries: Chile, England, Canada, Italy, South Africa, Aus-

tralia, Argentina, Iceland, Guatemala, Spain, Denmark, Scotland, Norway, Saudi Arabia, and Sweden.

Most attendees were not unhappy about the legal out, but were concerned that "a stigma" would be attached to INMA if they remained separate.

Crawford Carroll, outgoing INMA president, said there would be no stigma because the "legal interpretation was not found by INMA counsel."

The Newspaper Association of America's counsel discovered the legal interpretation that would require a unanimous vote of all the members to dissolve or become incorporated. Both possibilities would have been necessary before INMA could merge with other groups.

At the business meeting, the organization voted on an amendment to its bylaws that would allow members to transfer a share of the group's funds to NAA if a member should choose to do so.

The executive committee of INMA felt it was necessary to change the bylaws, believing newspapers who have put money into INMA over the year should have the opportunity to apply the money to the new organization, explained Carroll.

Many members, because of their newspaper's involvement in the Newspaper Advertising Bureau, ANPA, or one of the other fraternal organizations before the merger, will become automatic members of NAA.

Carroll, however, clarified by saying that the money would not necessarily be applied to dues by NAA. The money would be transferred as a whole to NAA, which would use it at NAA's discretion.

The bylaw amendment needed 67% support from INMA members to pass, and was passed by a 72.8% margin, with 13.8% voting against and 13.4% abstaining. Under the new bylaw, members will be able to transfer 1/600th of the \$216,000 fund to

(See INMA on page 39)

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TORNADO TACTICS

Let's compromise?

Regional Bell executive calls for an end to the public debate between newspapers and the RBOCs; then he zaps newspapers

By Debra Gersh

An executive for one of the regional Bell operating companies recently called for an end to the "very public and very contentious debate" between the newspaper industry and the RBOCs.

"On the surface, it appears that there is not much room for compromise, but below the surface there's probably more common ground than everybody's willing to admit in public right now," said BellSouth vice president/public relations C. Richard Yarbrough.

Speaking at the annual meeting of the Organization of Newspaper Ombudsmen in Toronto, Yarbrough, according to the text of his remarks, said the issue is especially important to ombudsmen because, "if newspapers are the guardians of the First Amendment, then ombudsmen are entrusted with guarding the guardians So

NAA [Newspaper Association of America] is close to pitching a shutout — and I'm not sure, but maybe the ball is being greased just a bit." Yarbrough criticized NAA president and chief executive officer Cathleen Black's approach to the issue, and commented, "I wonder if anybody else doesn't see a little irony in the NAA chairperson lobbying her member papers to editorialize in her favor.

"Frankly," Yarbrough continued, "the level of debate on those pages has been frequently shrill and shortsighted, with only cursory references to the respective paper's financial interests in the outcome of this issue.

"The issues in this debate do not need to divide our industries, but you'd be hard-pressed to find a newspaper that's done an objective news analysis," he charged. "I know there are dissenting viewpoints within your own industry and even within the ed-

these particular issues for your readers."

Conceding that he and Black do not agree on much, Yarbrough said the one area they do agree on is "that this is fundamentally a debate about advertising revenue.

"Clearly," Yarbrough said, "NAA's strategy is based on the question: Is there more money in working with the Bell companies than there is by keeping them out? The answer should be that this is a \$15 billion-plus market and there's room for all of us. Instead, their answer is to put up a wall around the market to close it off from competition, and that's the wrong answer."

The BellSouth executive further charged that the "NAA and others have raised a series of red herrings all designed to foretell doom if the Bell companies are allowed to compete. What the NAA is doing is putting up barriers to competition because of a mirage of perceived harm."

Although he charged that the "publishers are trying to protect the bottom line, not the First Amendment," Yarbrough wondered "whether there isn't more money to be made in the long run by working together as well as competing with us."

Citing the case of a Seattle real estate service that had been denied ad space by the papers there (*E&P*, June 20), Yarbrough charged that "Between opposing the Bell companies and stifling small business, you start to get the feeling that NAA will do anything it can to limit and dictate the playing field.

"In fact," he added, "NAA is protecting their market because they would have you believe that a single Bell company is going to enter the market with a 0% share and wipe out 25,000 competitors, including such giants as Sears and IBM, AT&T, General Electric, and the publishing empires of Cox Enterprises, Post-Newsweek, and Time Warner

"In many cases, newspapers have the privilege of being the lone local editorial voice in a particular market," he continued.

"This should not remove their obligation to probe, analyze, and explain

"On the surface, it appears that there is not much room for compromise, but below the surface there's probably more common ground than everybody's willing to admit in public right now"

a high profile by the newspaper industry in a high-stakes lobbying campaign that directly impacts the industry's commercial interests is within the realm of an ombudsman's purview."

Yarbrough said he can "think of few other factors that will have more long-term impact on the future of your paper and your industry than the delivery of information services.

"There are questions of ad revenue, newspaper monopolies, database marketing, dilution of the separation between the editorial and business sides, the First Amendment, and that's just for starters," Yarbrough noted.

"Unfortunately, you don't find much of that discussed on the news pages," he continued. "On the other side of the paper, though, there's been no shortage of editorializing on the issue, and if you're keeping score, the

itorial community, but you'd be hard-pressed to find it expressed in the pages of your newspapers.

"In Washington, which is center stage for the debate, no one underestimates the influence of what newspaper publishers choose to publish — or not to publish — especially during an election year."

An NAA spokesman said executives there had not seen copies of the speech and had no comment.

Yarbrough told the ombudsmen that "We think there's a case to be made for your readers to be able to judge for themselves in answering the key questions. My sense is that, deep down, publishers don't want this issue to become too public, and maybe there is subtle internal pressure to stifle stories. Maybe not

"As ombudsmen, only you may be independent enough of your respective publishers to shine a light on

all sides of an issue, especially when their commercial interests are at stake. The public has a right to know — it's no more complicated than that.

"Whether you believe the central issues are local advertising rates or the First Amendment, I hope you agree with me that these are not trivial matters. They reflect on the most time-honored principles of the newspaper profession," Yarbrough told the ombudsmen.

"How these important concerns are addressed sets precedent for how the news business deals with the in-

creasingly complicated, tough, and important questions about conflicts of interest that you will be writing about in the future.

"Newspapers — free of many of the antitrust regulations that affect my business — have a long history of drawing the broadest interpretation of the First Amendment, of heatedly raising the free speech argument at the slightest provocation.

"Given that, how can publishers seek a federal law that denies others their right to provide information to the public?" Yarbrough asked.

Hollinger loss in first quarter

Hollinger Inc. reported a \$31.7 million (Canadian) net loss, or 63¢ a share, in first-quarter 1992, compared with net earnings of \$17.4 million, or 24¢ a share, a year earlier.

Revenue for the quarter rose 9.5% to \$209 million.

Operating earnings for the period plunged 41.5% to \$6.6 million (Canadian).

The decline in operating earnings includes \$8.1 million tax increases due to the loss of tax breaks from a year earlier.

Hollinger, publisher of the *Daily*

Telegraph in London and 80 small U.S. dailies, also reported a loss from the writedown of the value of its investment in United Newspapers PLC as a result of the sale of shares in April.

* * *

Hollinger Inc. says its U.K.-based DT Holdings Ltd. subsidiary has completed the sale of preference shares to Premier United Kingdom Ltd. and Premier United Kingdom NT (U.S) Ltd.

The proceeds of the sale, and another stock sale in May, totaled about \$150 million (Canadian).

Reuter fellowships

The Reuter Foundation has chosen 12 journalists from rural nations for fellowships in Europe and the U.S.

The number of fellowships is the highest since the Reuter Foundation was established nearly a decade ago and compares with nine last year.

The midcareer journalists—seven of them women—hail from Latin America, Asia, and Africa. They will attend Oxford University in England, Bordeaux University in France, and Stanford University and the University of Missouri in the United States.

They are: Jika Attoh of the Nigeria Television Authority, Maxie Cuffie of Trinidad Publishing Co., Smita Gupta of *The Independent* in New Delhi, Kalpana Isaac of Associated Newspapers in Sri Lanka, Yindee Lertcharoenchok of *The Nation* in Bangkok, Nerun Yakub-Ahsan of the *Bangladesh Times*, Thomas George of the Malayala Nanorama, Shinok Park of the *Joong-Ang Daily News* in Seoul, Adriana Ciliberti of F M del Lago in Argentina, Mohamed Ben Farhat of *La Press de Tunisie* in Tunisia, Kin Sae Won of *Dong-A Ilbo* in Seoul and photographer Sam Olusegun of Guardian Newspapers Ltd. in Nigeria.

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NEWSPEOPLE IN THE NEWS



Jacqueline Jones



Paul Janensch



Brian Vaillancourt

JACQUELINE JONES, formerly administrative editor of *New York Newsday*, has been appointed city editor at the *Philadelphia Daily News*. She succeeds **JACK ROBERTS** who now serves as editor of the *Philadelphia Business Journal*.

Previously, Jones was night city editor and assistant metro editor at *Newsday*, a copy, slot and layout editor on the metro and business desks of the *Minneapolis Star-Tribune* and a reporter with the *Cleveland Plain Dealer*, the *Baltimore Evening Sun*, the *Washington Star* and the *Detroit Free Press*.

* * *

CHARLES M. WESLEY, formerly chief financial officer of the New England Newspaper Group, West Hartford, Conn., has joined the *Oakland (Calif.) Tribune* as chief financial officer.

Wesley earlier was chief financial officer of Imprint Newspapers.

* * *

PIMM FOX, formerly a news editor for the *Wall Street Journal*, now is business editor for the four daily newspapers owned by Leshner Communications Inc., Walnut Creek, Calif., the *Contra Costa Times*, *San Ramon Valley Times*, *West County Times* and *Valley Times*.

Fox has been a general news editor with *Newsweek* magazine, a writer for the *New York Times*' Sunday Business section and a reporter for *Institutional Investor* and *Financial World* magazine.

* * *

DONALD D. BOTHUM, formerly controller of the *Saint Paul Pioneer Press*, has been appointed to the newly created post of vice president/director of finance.

* * *

MARK D. BERMAN, who has worked as a promotion manager with Harte-Hanks Community Newspapers in Framingham, Mass., has been hired as promotion manager at the *Hartford*

(Conn.) *Courant*.

Berman previously was public relations director of Weston (Mass.) Management Group and an account executive for Regan Communications Group, Boston.

* * *

PAUL JANENSCH, formerly editor and general manager of the *Rockland (N.Y.) Journal-News*, has been appointed editor of the Worcester, Mass., *Telegram & Gazette*.

Janensch, a vice president of Gannett Suburban Newspapers, previously was a general news executive with Gannett, a reporter and editor of the *Louisville Courier-Journal*, managing editor at the *Philadelphia Daily News*, a writer for United Press International and a publisher of scientific journals in San Diego.

* * *

BRIAN VAILLANCOURT, formerly advertising manager for major accounts in the classified department of the *Yakima (Wash.) Herald-Republic*, now is ad director at the paper.

Vaillancourt previously was ad director at the *Coeur d'Alene (Idaho) Press* and worked in the ad department of the *Spokesman Review* in Spokane, Wash.

ROB BICKLER, formerly major accounts representative in Yakima, was promoted to ad sales manager.

Bickler earlier was a local accounts representative at the paper.

* * *

ROBERT J. RYAN, formerly director of business news coverage at the *San Jose (Calif.) Mercury News*, has been named deputy managing editor responsible for local, state and suburban news coverage. He succeeds **TOM KUNKEL** who resigned.

Ryan earlier was local government editor, national/foreign editor and assistant managing editor for news in San Jose, a reporter in the Washington, D.C., bureau of Knight-Ridder, a local reporter and Capitol bureau chief for the *Palm Beach (Fla.) Times*

— NEWSPEOPLE EDITOR
TONY CASE

and an assistant city editor with the *Tallahassee (Fla.) Democrat*.

* * *

WILLIAM COOPER GREEN III, recently a management trainee at the Newark, N.J., *Star-Ledger* and the *Staten Island (N.Y.) Advance*, is the new general manager of the *Huntsville (Ala.) Times*.

Earlier, Green worked in the advertising departments of the *Times* and the *Birmingham (Ala.) News*.

* * *

JERRY VONDAS, a features writer for the *Pittsburgh Press*, has been named president of the newly formed Press Club of Western Pennsylvania.

Linker re-elected AAF director

The American Advertising Federation elected new members to its national board of directors.

AAF board assistant secretary Erich Linker, senior vice president, advertising, the New York Times Company, and AAF board assistant treasurer Richard O'Connor, chairman and chief executive officer, Lintas: Campbell-Ewald, were re-elected as directors-at-large.

Current board members Robert Geller, president, Adforce, Pfizer Inc., and Clark Hine, vice president-advertising, Quaker Oats Company, were elected as the new AAF board assistant secretary and assistant treasurer respectively.

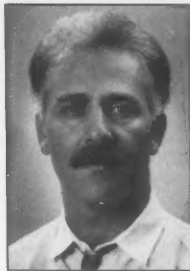
Elected to the AAF national board as representatives of the five AAF ad-club/federation membership divisions were: Virginia Ault, senior vice president, Weitzman & Livingston, Bethesda, Md.; Diana Condon, regional sales manager, *Omaha (Neb.) World Herald*; Tom Robinson, president and chief executive officer, Finnegan & Agee, Richmond, Va.; Rachel Ervin, senior vice president, media, Lewis Advertising, Rocky Mount, N.C.; and Amy Rabeck, assistant media buyer, Bozell Worldwide, Tampa, Fla.



Judd Alvord



Richard Schneider



Andy Alderette



Bob Haddad



Edward Prisco

JUDD ALVORD, formerly circulation director of the *Denver Post*, is the new circulation director at the *Hartford (Conn.) Courant*. He succeeds **GENE R. TYE** who recently was named director of marketing and new business development at the paper.

Alvord has worked in circulation posts at Harte-Hanks Communications Inc. of San Antonio, *USA Today* and the *New York Times*.

* * *

RICHARD A. SCHNEIDER, formerly managing editor of the *Commerical-News*, Danville, Ill., now is executive editor at the *Jackson (Tenn.) Sun*. He succeeds **JUDY PACE** who moves to the Shreveport, La., *Times* to become executive editor.

* * *

The Columbia University Graduate School of Journalism has named the following full-time faculty members for the 1992-93 academic year.

JOSHUA M. FREIDMAN, who has worked for the *New York Post*, the *Philadelphia Inquirer* and *Newsday* of Long Island, N.Y., is associate professor, teaching reporting and writing of international affairs; **PETER M. HERFORD**, who has been a vice president, a producer and an overseas bureau chief with CBS News, coordinates the school's broadcast curriculum; **JAN LEGNITTO**, a producer of programs for ABC, CBS and PBS, is associate professor, teaching in the school's television program; **SANFORD I. PADWE**, a senior editor at *Sports Illustrated* magazine who earlier was with the *New York Times*, *Newsday* and the *Philadelphia Inquirer*, is associate professor, teaching investigative reporting; **ROBIN REISIG**, an adjunct member of the school's faculty and an op-ed editor with *Newsday* who previously worked for the *Washington Post*, the *American Lawyer* and the *Village Voice* in New York, is associate professor, teaching advanced reporting and writing; and **MICHAEL SHAPIRO**, a contributor to the *New York Times*' Sunday magazine section and other

magazines who earlier was associated with the *Chicago Tribune* and the *Courier-Post* in Bridgewater, N.J., is associate professor, teaching advanced reporting and magazine writing.

* * *

ANDY ALDERETTE, formerly assistant metro editor at the *Fort Worth Star-Telegram*, has joined the *Press-Telegram* of Long Beach, Calif., as executive city editor. He succeeds **MICHAEL SCHWARTZ** who recently moved to the *Atlanta Journal and Constitution*.

Alderette previously was with the *Albuquerque (N.M.) Tribune*, the *Wichita (Kan.) Eagle* and the *Daily News Tribune* in Fullerton, Calif.

ANGELO FIGUEROA, a former assistant to the mayor of San Francisco, now writes a column three times a week for the P-T's Local News section.

Figueroa has been a City Hall reporter at the *San Francisco Examiner* and a government reporter for the *Miami Herald*.

* * *

BOB HADDAD, formerly outside sales manager for the national and automotive advertising departments at the Los Angeles *Daily News*, recently was appointed classified ad manager.

BARBARA CHODOS, formerly outside sales manager for real estate, now serves as assistant classified manager, overseeing the newspaper's real estate and telemarketing functions.

* * *

DAVID ALPHER, formerly marketing director at the *Buffalo (N.Y.) News*, has been promoted to retail advertising manager.

Alpher previously served as marketing manager of the *Times-Journal Co.*, Springfield, Va.

* * *

EDWARD K. PRISCO, formerly advertising manager of the Fort Lauderdale *Sun-Sentinel*, has been named vice president of advertising at the *San Antonio (Texas) Express-News*. He

succeeds **JAMES G. ALLEN** who retires.

Earlier, Prisco was a classified, national and retail ad account executive in Fort Lauderdale.

* * *

CAROL SMITH, formerly classified advertising sales manager of the *South Bend (Ind.) Tribune*, recently was promoted to ad manager.

* * *

RONI D. POSNER, formerly assistant executive director for professional development at the Alexandria, Va.-based American Vocational Association, has been named executive director of Women in Communications Inc., Arlington.

American Public Health Association

Invites Entries for its 22nd

Ray Bruner Science Writing Award

The award recognizes outstanding achievement by journalists new to the health/science reporting field. Candidates should have no more than 2 years' experience in health/science writing and no more than 5 years in general reporting.

The prize, which is supported by a grant from Lederle Laboratories, a Division of American Cyanamid, consists of a \$1,500 honorarium and an all-expenses-paid trip to cover the Annual Meeting of APHA in Washington, DC, November 8 to 12, 1992.

Contact: Sabine J. Beisler, APHA, 1015 15th Street, NW, Washington, DC 20005 (202/789-5663).

Deadline: September 3, 1992.

Chicago Tribune wins court case from '85 strike

The *Chicago Tribune* has won a recent court victory in a case stemming from the unsuccessful 1985 strike by 1,000 production workers from three unions.

Overturing a National Labor Relations Board order, the U.S. Court of Appeals for the 7th Circuit ruled May 29 the *Chicago Tribune* had not acted unlawfully in its post-strike dealings with one of the unions, Chicago Mailers Union Local 2.

Last year, the NLRB found the *Tribune* had committed unfair labor practices by refusing to sign a contract with the union, withdrawing recognition from the union, and refusing to tell the union the names of permanent strike replacements.

The mailers struck the *Tribune* on July 18, 1985, along with union printers and pressmen. Throughout the strike, the paper never missed a day's publication.

About a year into the strike the mailers made an unconditional offer to return to work. And in 1987 it said it ratified the newspaper's final bargaining offer, which the union argued had never been officially withdrawn.

In the meantime, replacement workers had petitioned to decertify the mailers union — a petition rejected by the NLRB in 1986.

Despite that rejection, the company hired the accounting firm of Touche Ross & Co. to conduct what it said was a "lawful secret ballot employee poll because the union did not represent a majority of the employees." The newspaper said the results of the poll showed a 265 to 7 vote against union representation.

Based on the poll, the *Tribune* withdrew recognition of the union and refused to sign a contract.

The *Tribune* position was upheld by the three-judge federal appellate panel, which wrote, "The union had lost majority support long before it accepted the company's offer."

The court said the U.S. Supreme Court has ruled that companies cannot enter into collective bargaining agreements with unions which do not represent a majority of workers.

On the issue of turning over the names of replacement workers — or "scabs" in the union lexicon — the appellate court also sided with the *Tribune*, saying the paper had good grounds to believe the replacement

workers would be harassed or intimidated.

Judge Richard Posner, writing for the panel, noted that the strike had been violent in its early days and "it was not as if the union had stood virtuously aloof from the violence."

An appeal to the U.S. Supreme Court is expected, a mailers union spokesperson said.

Court fight in Cincinnati

A case involving a Cincinnati ordinance which allowed newspapers to be sold from sidewalk newsracks, but denied the same right to distributors of commercial handbills, was struck down by the 6th Court of Appeals, but has now gone to the Supreme Court.

The American Advertising Federation, the American Association of Advertising Agencies, along with the Direct Marketing Association, the National Association of Broadcasters, and the Media Institute, have filed an amicus curiae brief with the U.S. Supreme Court in the case of *Discovery Network Inc. v. the City of Cincinnati*. The case has serious implications for future treatment of commercial free speech.

The amicus brief urges the Supreme Court to uphold the 6th District Court's decision which said the city did not have adequate basis to deny access to the sidewalk racks to publications other than newspapers.

The city of Cincinnati had claimed the ordinance was a cost-effective way to maintain "safer streets and a more harmonious landscape." The court held that Cincinnati had failed to meet the four-part test first enunciated in *Central Hudson Gas & Electric Corp. v. Public Service Commission* 447 U.S. 557, 556 1980, which determines when a restriction on commercial speech can be justified. The court found the city failed to meet the test because it could not establish a "reasonable fit" between the ends intended in the statute and the means chosen to achieve them. The court pointed out the ordinance affected only 67 commercial racks of the over 1,500 newsracks in the city.

The brief suggests that the Court go beyond the test established in the *Central Hudson* case to reconsider the basic premise of its treatment of commercial speech, and make clear that truthful commercial messages are entitled to a full measure of constitu-

tional protection.

"This approach would eliminate much of the confusion and inconsistency that now characterizes efforts by the lower courts to implement Central Hudson's subjective 'balancing test,'" according to the brief.

The brief concludes by arguing that the ordinance clearly violates the First Amendment because it places a special restriction on commercial messages for a reason other than to preserve truth and veracity.

The Supreme Court is expected to hear the case sometime this fall.

Ex-fire chief drops libel suit

Former St. Paul fire chief Steve Conroy has dropped his libel suit against the *Star Tribune* of Minneapolis/St. Paul and two of its reporters for an article that linked him to individuals who profited from arson.

Conroy had said he was defamed by two Pulitzer Prize-winning articles in October 1989.

His attorney, Earl Gray, said June 3 that Conroy felt he had been exonerated in reports from the federal Bureau of Alcohol, Tobacco and Firearms, and by the U.S. attorney's decision to not present the matter to a grand jury.

Also, Gray said, a judge earlier dismissed parts of the suit, and Conroy wanted to put the accusations behind him.

"Through the entire process, we said it was a fine piece of journalism which deserved all the accolades it received," said *Star Tribune* executive editor Tim McGuire.

— AP

Appeals court orders new look at Bee pay plan

An appeals court has ordered a new look at a federal finding that the *Sacramento* (Calif.) *Bee's* publisher violated labor law by imposing a merit pay plan after reaching an impasse with unionized workers.

The appeals court said that the National Labor Relations Board did not adequately explain its decision that McClatchy Newspapers Inc. had violated the National Labor Relations Act.

McClatchy and the Newspaper



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4. Advertising agency
5. Newspaper representative
6. Magazine/other publication
7. Graphic arts/printing service newspaper supplier
8. News services/feature syndicate
9. Public relations
10. Other _____

OCCUPATION Circle One Category

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- B. Editor (Type) _____
- C. General Manager/Business Manager/Controller (circle one)
- D. Circulation Manager
- E. Advertising Manager/National Sales Manager Classified Advertising Manager (circle one)
- F. Research Director/Promotion Manager PR Manager (circle one)
- G. Mechanical Supervisor/Production Manager Composing Foreman (circle one)
- H. Editorial Department
- I. Advertising Department
- J. Circulation Department
- K. Production Department
- L. Promotion Department
- M. Other _____

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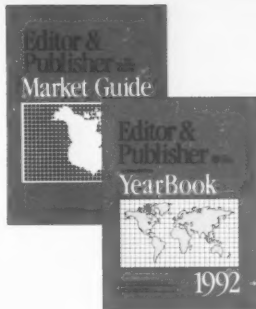
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_____ **1992 EDITOR & PUBLISHER MARKET GUIDE** (Published Dec. 1991)
Exclusive data on U.S. and Canadian newspaper markets.

_____ **1992 EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK** (Published
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6. Legal firm
7. Government
8. Manufacturer-general
9. Manufacturer-auto & truck
10. Manufacturer-food
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12. University/public library
13. Financial
14. Retail
15. Public transportation
16. Individual
17. Publishing other than newspaper
18. Other _____

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AFFIX
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Editor & Publisher

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Guild, which represents editorial employees, in March 1987 deadlocked over the company's proposal for a merit pay plan that would give the newspaper virtually unilateral control over employee salaries.

After negotiations were halted, the newspaper imposed its plan, and the NLRB found it to be a violation of the duty to bargain over individual wages. The board asked the U.S. Court of Appeals for the District of Columbia Circuit for an order to enforce the finding.

Judges Harry T. Edwards and Laurence H. Silberman, in separate opinions, said the NLRB did not adequately explain its decision and thus should reconsider it. Edwards wrote that the board did not explain how its decision complied with the "impasse rule," which allows employers to take unilateral action after good-faith bargaining on a mandatory issue, such as wages.

The NLRB may want to create a limited exception to that rule, Edwards said.

Silberman wrote that McClatchy's "demand for almost unlimited management discretion over wages is apparently a new technique of collective bargaining." He added the NLRB should be given another chance to square its finding with the labor law.

Judge Karen LeCraft Henderson said she believed McClatchy was entitled to impose the pay plan after first bargaining in good faith to an impasse.

An NLRB attorney said the board had not yet had a chance to consider how it will react to the ruling. A lawyer for the employees' union did not immediately return a call seeking comment. — AP

Records released

An FOI letter to a secrecy-prone agency is cheaper than going to court and can be just as effective.

The California First Amendment Coalition and the *Escondido Times-Advocate* learned this recently after the Palomar Hospital District denied the newspaper's request for records of how much top administrators had spent on travel, seminars, dining, flowers, and other executive amenities.

The district, according to CFAC executive director Terry Francke, cited an "obscure" law to the effect that a particular "financial and utilization report" to the state was the only fiscal disclosure required of hospital districts.

Francke, a lawyer, wrote the district a letter pointing out several

weaknesses in its position.

Recently, the district agreed to release the records.

High Court turns back Tribune appeal

Without comment, the United States Supreme Court denied an appeal by the *Chicago Tribune* seeking not to be forced to bargain with an electricians union because, among other reasons, it says the union has a history of racial discrimination.

The Tribune had challenged an order from the National Labor Relations Board that it bargain with the International Brotherhood of Electrical Workers, which in 1988 won a representation election among the paper's electricians.

The Tribune maintained it should not be forced to bargain with a union "that has demonstrated a propensity to engage in invidious racial discrimination."

Previously, the NLRB had ruled that charges of racial discrimination could be used as the basis for an unfair labor charge, but not to challenge certification of the union.

In its appeal to the High Court, the Tribune also alleged that the union had unlawfully told electricians they would lose their pensions and be "blackballed" if the union lost the representation contest.

Channel One stays in class pending trial

A suit by the top California school official to keep Channel One out of the classroom was set for trial but a judge ruled that the test-case high school may continue to use the television program pending the legal outcome.

Superintendent of Public Instruction Bill Honig has sued the East Side High School District in San Jose, which has been plugged into Channel One at Overfelt High School since 1990.

Honig, who wants to ban the Whittle Communications program from all California schools, had asked Superior Judge Jeremy Fogel to issue a preliminary injunction to force Overfelt administrators to stop using the news program immediately. Fogel refused and set Sept. 2 for trial.

Declaring that "Our students are not for sale," Honig objects to the two minutes of commercials included in

the 12-minute broadcast.

Schools that accept Channel One are provided with a free satellite receiving system, television monitors, and video recorders.

About 7.1 million students in public and private high schools in 45 states currently are signed up.

Overfelt reported that students raised their scores on knowledge of current events after watching Channel One for three months. However, a study at the University of Michigan, which was commissioned by Whittle, showed no significant gains in knowledge among a cross section of students exposed to the program.

Whittle attorney John McDermott was quoted by the *San Francisco Chronicle* as saying Channel One could not exist without advertising.

What's in a name?

The *Tampa Tribune* has demanded that the *St. Petersburg Times* stop using the name the *Times* on its Hillsborough County editions.

In a letter to *Times* editor and president Andrew Barnes, an attorney for the Tribune Co. said Hillsborough readers will confuse the *Times* with the *Tampa Times*, an afternoon newspaper that stopped publishing in August 1982. The name *Tampa Times* is a trademark registered to the Tribune Co.

"Any such confusion or appearance of a connection between your newspaper and the Tribune Company's newspaper necessarily benefits you and injures the image of the *Tampa Times*," wrote Mitchell H. Stabbe, of the Washington, D.C., office of the law firm Holland & Knight.

Times executives said the Tribune's complaint is groundless and that they have no intention of abandoning the name, adopted for use in Hillsborough editions two months ago.

The letter states that the *Tampa Times* has been published continuously for 100 years. Although defunct, the newspaper's name still appears underneath that of the *Tampa Tribune* in its Sunday editions.

"To my knowledge, it's not an existing newspaper product," said George Rahdert, an attorney for the *St. Petersburg Times*.

Nonetheless, the Tribune contends the *Times* infringes on the Tribune's registered trademark. In the letter, attorney Stabbe states that if the *Times* does not "cease, desist and refrain" from using the *Times*, the Tribune Co. will take "appropriate legal measures" to protect the trademark.

—*St. Petersburg Times*

Newsracks vandalized following negative Perot story

By M.L. Stein

A Northern California alternative weekly reported that its racks were vandalized and papers stolen after it had run a cover story critical of presidential aspirant H. Ross Perot.

John L. Boland, publisher of *The Paper* in Sonoma County, has written to the county coordinator of the Perot campaign, saying that he "strongly suspects" that sabotage "has been carried out by disgruntled members of the Perot organization . . ."

The letter's recipient, Michael Greenhalgh, regional coordinator for the Perot Coordinating Committee in Santa Rosa, denied that members of his organization were involved in the vandalism.

"This is a bogus deal," he commented. "It looks to me as if Boland is trying to create publicity for his paper."

Boland said that, for four straight days, racks in three locations in the town of Sebastopol were tampered with. He explained that window copies, with the Perot story prominently displayed, were removed and jammed into the box.

"It's the kind of tactic used when you don't want someone to read the paper," Boland said. "No one could tell what was even in the box."

On June 2, the publisher went on, about 30 copies of the Paper were removed from one rack. The tabloid, which sells for 25¢, is the second largest newspaper in the county, with a circulation of 25,000, according to Boland. Racks in other communities were not affected, he said. Boland said he had not filed a police report but was considering it.

The incident closely follows the alleged seizure of several thousand copies of a gay newspaper in San Francisco, reportedly by police officers acting at the suggestion of former Police Chief Richard Hongisto. Hongisto, who denied the thefts, was fired by the Police Commission in connection with the episode.

Boland linked the vandalism in Sebastopol to the San Francisco newspaper removals, remarking, "I would guess that some person here was inspired by the tactics used by Hongisto."

The publisher said that when the tampering was first discovered in one rack it was dismissed as a prank.

"Then, when the same thing turned up in other boxes, we knew we had a problem," Boland stated.

SONOMA COUNTY'S INDEPENDENT VOICE

THE PAPER

Not so reluctant Ross

How Citizen Perot orchestrated his own presidential draft



THE GAME SCARE
The problem is 12

Ground up efforts
An attempt to 18

Just Darling
Small town 22

Film
Theater and the 25

Dining Out
At the hotel 27

Newsracks were vandalized and copies of *The Paper*, a Northern California alternative weekly, were stolen when the newspaper ran a front-page article critical of Ross Perot.

"Our sales pretty much stopped in the machines," he continued. "We decided this was something we had to nip in the bud."

The Paper may have a problem but Perot volunteers are not the cause of it, Greenhalgh asserted.

"Nobody in our organization would do something like that," he said. "Our whole approach is to have a clean campaign."

According to Boland, Greenhalgh, in a telephone conversation on the issue, conceded that among Perot supporters there were "some loose canons," who were not part of the official Perot campaign organization and beyond its control.

Greenhalgh denied making such a statement. He also blasted Boland for going to the media with the vandalism allegations before discussing it with him.

The Perot article in the Paper, illustrated with a cartoon, is headed, "No-so-reluctant Ross — How Citizen Perot orchestrated his own presidential draft."

It was written by Peter Elkind of the *Dallas Observer*, also an alternative newspaper.

Boland said he decided to run the piece because Elkind had covered Perot for several years and was familiar with his activities in Texas.

The main bar details the now-familiar interview of Perot by talk-show host Larry King in which the Texas billionaire allowed he might be a candidate for president if his name were to appear on the ballots of all 50 states.

"The truth is that Ross Perot, the non-politician is engaged in a giant political con," Elkind wrote. "Perot had already resolved to run for president before opening the door to his candidacy publicly on television."

A sidebar with the head "So what's wrong with Ross?" described him as a liar, cheat, hypocrite, and waffler.

S&P raises Cox credit rating

The credit rating service Standard & Poors has raised its rating on some Cox Enterprises debt.

S&P raised to single A-minus, from triple B-plus, the rating on \$630 million of Cox senior debt sold to private investors.

Cox, the Atlanta-based publisher of the *Atlanta Journal-Constitution* and major cable television operator, retains its commercial debt rating of A-2.

S&P cited an improving business risk profile, more favorable operating outlook, moderating financial risk, and reduced reliance on cyclical newspaper and broadcasting operations. It expects increased profitability in the near term as the economy and advertising rebound.

Trust fund established for Ryland family

A trust fund for the family of the late Mike Ryland is being established by the Alabama Press Association.

Ryland had been APA executive director since December 1990. He died March 5 at age 34. He was on the job in the gallery of the Alabama House of Representatives. His wife, Julie Spafford Ryland, expects their first child in August.

Current president Charles Land, publisher of the *Tuscaloosa News*, said the association has made the first donation of \$12,500 to start. Managers of other press associations around the country have collected more than \$3,000.

Book reviews

A fun novel of a media loose cannon

Begin to Exit Here: A Novel of the Wayward Press. John Welter. (Algonquin Books of Chapel Hill, P.O. Box 2225, Chapel Hill, N.C. 27514-2225). 299 pages. \$19.95.

The hero or anti-hero of this novel goes through life getting fired after short stints on newspapers, and getting hired again, as he points out, for the same reasons he was fired.

He is very good at reporting, aggressive, creative, but he is too creative, although always holding to the facts. He is obnoxious. How obnoxious?

Kurt Clausen has an ingrained dislike for everything to do with journalism, including journalism education.

"Journalism?" he asks, as he chats idly at a party with Janice, who in the course of this romantic novel becomes his long-suffering live-in girlfriend. "The one thing you can't learn in a journalism class is how to write a story. All they teach you how to do is spit up facts in an orderly fashion. Journalism is rehearsed vomiting . . ."

"It's a noble profession, if what you do for the rest of your life doesn't matter."

As he finally lands another job on the *News-Dispatch* for the duration of this book, the cast of stereotypical newsroom characters learn to tolerate him, even root for him at times.

But they have to keep turning him around, as when he covered a tornado. Kurt Clausen wrote:

"A tornado knocked down hundreds of trees in a fairly straight line north of St. Beaujolais Thursday, after which there was a rainbow."

The news editor tells Kurt you just cannot have a rainbow in the lead of a tornado story. He counters:

"Yes, you can. We had a tornado, and then a rainbow. It's factual. I don't invent reality. It's just out there."

A stuffy, self-righteous publisher sends largely nonsensical memos to the staff about twice a week, and the book is particularly funny when Kurt mimics the memos. One spells out for the staff that all news stories will name the day of an event or action at

the beginning of the sentence describing the event or action.

Kurt writes a note in his computer to the publisher: "Dear Al Perrault: I today got your memo on the style change. I tomorrow will begin using it in all stories, although possibly I today should start. Never tomorrow put off until today what you can do."

Will Kurt be able to keep this job? Will he be able to keep his girlfriend whom he both amuses and irritates? Will he ever buckle down and do what everybody else does? Take a copy of this book to the beach for light summer reading and you'll find out.

John Welter is a young writer who himself has worked for a number of newspapers. He lives in Carrboro, N.C., and, as the book jacket says, "sells leather soccer shoes and writes a humor column for the *Chapel Hill Herald*."

* * *

With Just Cause: Unionization of the American Journalist. Walter M. Brasch. (University Press of America, 4720 Boston Way, Latham, Md. 20706). \$47.50; paper, \$24.50.

This volume of 44 excerpts and essays on the history and development of the labor movement in the media is a kind of bible on the subject.

A first part deals with the history of media unions, among them the Newspaper Guild, the Wire Service Guild, American Federation of Television and Radio Artists (AFTRA), the Writers Guild of America, the National Writers Union, National Association of Broadcast Employees and Technicians (NABET), and the printing trades unions.

Excerpts of the writings of chain publisher Edward Willis Scripps, novelist Upton Sinclair, and News-

paper Guild pioneer Heywood Broun are among the selections.

Some famous strikes are dissected in Part II on social foundations; a third part deals with contemporary social issues.

Marianne Salcetti, of John Carroll University, Cleveland, writing on "Rolling Over and Playing Dead: Accepting Management Handouts," turns the tables on those who fear that unionizing will bring a brand of sameness. Rather, she deals with the subtle forces in a newspaper corporation that stifle independence and creativity. She blames media owners for influencing education standardization.

She cites the sapping of energy and strength when "editors are glued to their video display screens, performing work tasks that were previously the backshop's purview." She quotes a *Dallas Times Herald* editor who says the emphasis on the bottom line has made newspapers "homogenized and boring. It's all me-too journalism."

Brasch himself takes up a litany about subtle standardization processes on the newsroom. He regards management business standards as a form of censorship.

"There is a socialization within the newspaper, as there is in all business and industry," he says. "Indeed, the 'chilling effect' that the government has upon a reporter or on freedom of the press is nowhere near as powerful as the 'chilling effect' a corporation can have against its editorial staff."

Brasch, author of eight books, including *Muckrakers and the American Social Conscience*, is a professor of journalism at Bloomsburg (Pa.) University.

— Hiley Ward

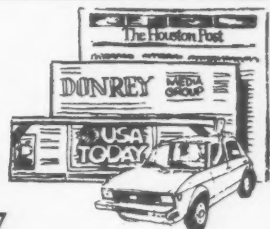
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Pressroom survival

Developments chart course to meet growing competition

By George Garneau

Instead of the usual debates about registration, newsprint waste, and offset-vs.-flexo, pressroom talk at the biggest newspaper production conference of the year was about survival.

At a session on press developments at ANPA/TEC 92 in Atlanta, several speakers conjured images of dinosaurs and Darwin's theory of survival of the fittest—hammering home the point that the current economic crunch was forcing pressroom managers to consider stark possibilities: Adapt to the increasingly competitive economic climate or face extinction.

"Newspapers are not dinosaurs, but when we talk about the evolution of printing presses to fit that market, sometimes I wonder if we have been, or will be, hit by a comet," said Leif

of little competition and plentiful department store and classified advertising behind them, newspapers can no longer take high profit margins for granted. And the pressroom leaves room for improvement.

"I'm afraid that many of the historical practices of newspapers will simply not cut it in today's situation," said James Norris, the former *Newsday* operations vice president who recently became president of the U.S. arm of Japanese press manufacturer TKS.

Norris said that newspapers can trim their page dimensions to cut their paper usage 2% or 3%, and can aggressively market their printing capability.

In presentations summoning the adapt-or-die image, press manufacturers discussed press evolutions that promise to help newspapers compete.

In presentations summoning the adapt-or-die image, press manufacturers discussed press evolutions that promise to help newspapers compete.

Reslow, executive vice president for engineering and chief executive officer of MAN Roland USA Inc.'s web press division. He referred to the theory that dinosaurs may have disappeared because an asteroid hit the earth and changed the climate.

No matter what happened millions of years ago, after two years of a recession that has devastated newspapers and press manufacturers alike—with advertisers going bankrupt, competing media popping up everywhere, and costs always rising—indications were that the robust newspaper profits of the past were not likely to return. That prospect prompted some blunt assessments.

"Newspapers are clamped in a cost vice, and their suppliers are in it with them," Reslow said.

It is no longer enough for manufacturers to redesign presses periodically to cut costs, he said. Instead, "Radical changes in design are required in order to meet the cost-compression issues."

Speakers suggested that, with days

Developments include keyless inking, six-page-wide presses, and computer-to-press imaging. Also touted were products available now to raise press efficiency and print quality and reduce waste. They include advanced press controls, ink presetting systems, on-line video monitoring, totalizing systems, stacked press units for added color, and roll preparation robots.

Largely driven by economics, pressroom developments also tie in to rapidly advancing prepress systems, including integrated electronic prepress systems capable of storing page information on computer files and outputting on press.

Computer to press

Once a piece of pie-in-the-sky, computer-to-press imaging is now discussed not in terms of whether it will become reality but when.

"Direct to plate and direct to press are coming. It's 'mechatronics,'" said Bruce Richardson, Mitsubishi Heavy Industries' newspaper press sales manager.

"Of the technical innovations likely to have the impact which offset had in newspapers, computer to press has the greatest potential," said Reslow of MAN.

He said the company is "active" on research and development projects involving several approaches, including: switchable polymer, in which a polymer-coated plate cylinder changes electrochemically from water-attracting to water-repelling; ink jets that deposit reactive ink on a water-receiving plate cylinder; image-bearing foil or ribbon that deposits ink-receptive material onto a plate cylinder using a laser-heated roller; and ferro-electric transfer, in which a ceramic-coated plate cylinder electrically switches image areas.

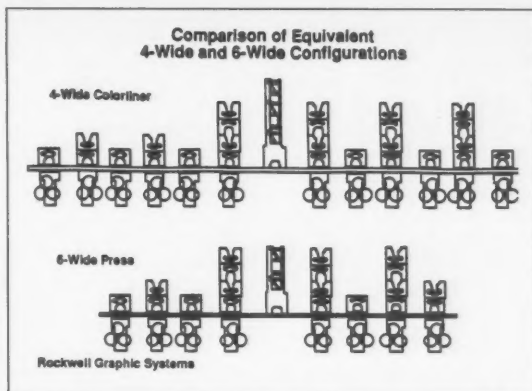
Despite the added cost of imaging heads for each print couple and the steep development costs, "we conclude that [computer-to-press] technology will arrive and the potential impact to newspaper operations will be dramatic," Reslow said. The effects mean elimination of film negatives and plate processing, quick plate changes, and increased ability to target market news and advertising.

By far the most progress was reported by the German manufacturer Heidelberg, which is operating a sheetfed press called GTO-DI for direct imaging.

"Because the press can image its waterless plates directly, it eliminates the need for film, for stripping, for processing, even for dampening," said Ernst Bischoff, Heidelberg Eastern marketing director. He called it "truly the technology for these competitive times."

While the press prints only short-run, sheetfed work in color, the company's "breakthrough technology" could well have profound effects, Bischoff said, because it can "leverage" on prepress pagination—eliminating all steps between page composition and the press.

The GTO-DI uses a raster image processor to convert PostScript page description language to a bit map format for image processors. One bit map for each of the four process colors creates one positive image for each of four dry plates. Located where



An example of how six-page-wide presses (bottom) could shrink the size of a typical double-width, or four-page-wide, newspaper press (top).

the dampener would be, imaging heads have 16 electrodes that fire sparks at the plate to produce tiny wells at a resolution of 1,016 picture elements per inch. The wells accept ink and transfer dots to the blanket.

The trick is in the plates, which cost \$12 and are layered with coatings. The top is silicon, which repels ink and is vaporized dot by dot to expose a layer of aluminum, which grounds the imaging electrodes. A Mylar or polyester base accepts ink.

Tiny inkwells and the silicon's ink-repellent nature allow the offset process to work without dampening solution, Bischoff said. The computer adjusts ink settings based on the needs of each page.

He said the process could create new markets in printing short-run newsletters, targeted direct mail, and other applications.

Goss Newspaper Products vice president and general manager R. Michael Kienzle defended Goss' emphasis on developing computerized press controls.

"An evolution of this controls strategy, coupled with our basic research into printing chemistry, will ultimately result in the practicality of on-press imaging," Kienzle said.

He said computer-to-press applications could involve a variety of approaches: on or off press; electrical, magnetic, or optical; with several types of wet or dry chemical processes.

However, Kienzle told the newspaper operations audience that on-press imaging was five to 10 years away.

Keyless inking

Keyless offset—the elusive improvement designed to eliminate hundreds of ink adjustment keys—is

closer at hand. Keys require labor to adjust manually, money to set through automatic prescan systems, and adjustments can be the source of vast quantities of wasted newsprint.

Keyless anilox offset, using engraved rolls to meter ink, is operating at a couple of U.S. newspapers, but not in color. Color anilox has been plagued by water mixing with inks, or emulsification.

Also, the development of more sophisticated computerized ink controls for keyed offset has partially allayed the problems that fueled keyless development.

He said MAN's anilox offset development has resulted in a "practical" approach that offers some labor savings compared with ink keys.

"Keyless performance as demonstrated in the world today cannot meet the quality requirements of the North American marketplace," said Kienzle of Goss. He questioned the need for keyless offset when automated press controls are improving keyed inking, and special keyless offset inks cost more.

After years of developing keyless offset, Goss has set up its own ink lab, invented a non-engraved metering roller that is being tested in Japan, and is testing a keyless Colorliner unit in its Westmont, Ill., lab.

Goss' latest development, called positive ink feed, involves four gear pumps that apply metered amounts of standard offset ink to a distribution roller, thereby controlling ink by the page.

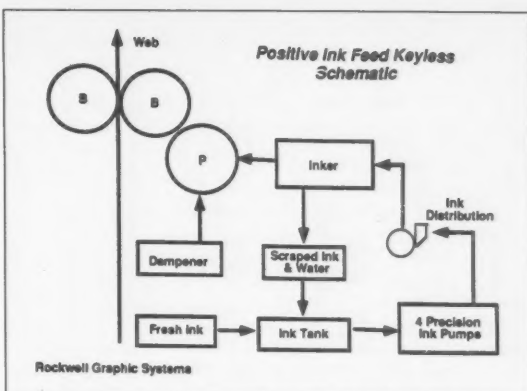
Testing has raised Goss' confidence that positive ink feed will "avoid the ink-water emulsion prob-

lems" of anilox color offset and will adequately control color hues, said Kienzle.

He said Goss' philosophy on keyless offset is to retain some control over ink in order to be able to compensate for variations in materials and conditions.

At MAN, Reslow said advancement in press controls—"the greatest growth potential of any part of the press"—was a "threat" to keyless systems because refinements to ink controls at least partially eclipse the need for keyless inking.

He said MAN's anilox offset de-



Schematic of the positive ink feed system, the latest Goss entry in keyless offset inking.

velopment has resulted in a "practical" approach that offers some labor savings compared with ink keys, but its chemistry is more difficult than flexography, and the equipment is no cheaper than conventional offset. Additionally, the lack of ink control requires more precise prepress systems.

While complicated ink-water chemistry will pressure ink makers to find solutions, Reslow said, "we judge this to be achievable, but selections will be limited . . . However, if these factors are addressed properly, we feel our system will be an efficient production tool for newspapers, and the operating cost reductions could be realized."

Mitsubishi, the Japanese industrial giant with its first U.S. press installations at the Richmond, Va., *Times-Dispatch* and *The Record* in Hackensack, N.J., expects to have 800 key-

(See PRESSROOM on page 30)

Pressroom

(Continued from page 29)

less offset print couples operating worldwide by year's end, said Bruce Richardson, newspaper press sales manager for Lincolnshire, Ill.-based Mitsubishi Lithographic Presses.

Mitsubishi eschews anilox inking in favor of a train of ink supply rollers, a water-cooled doctor roller and two doctor blades. Ink film is adjusted with the speed of the ink fountain rollers.

Norris of TKS, whose anilox offset presses are currently producing the *Star-Ledger* of Newark, N.J., said the keyless units cut waste by printing salable papers faster on start-up, and they cost about 6% less than offset units with ink keys.

Six pages wide

The concept of a six-page-wide press is being considered by the *Washington Post* mainly because six-wide presses will require one-third fewer units to print the same number of pages as four-pages-across, double-width units. Thus a full press will theoretically cost less for the same page capacity.

"Let's not forget flexo," MAN's Reslow said in a brief passage. "As comprehensive as our anilox offset program is, I would still rather run a flexo press."

The *Post* is the last major daily using letterpress equipment and considering a new plant, but manufacturers are considering developing six-wide units essentially for one customer because the order promises to be so big.

It is not new, however. Goss built a six-wide letterpress unit for the *New York Daily News* in 1974. It never caught on, Goss' Kienzle said, because "operational savings on a small scale were never achieved."

Kienzle said Goss was designing—and planned to test-run—a six-wide offset unit later this year. He cautioned that cylinder dynamics, register, web dynamics, and other factors need to be explored.

MAN's Reslow said the six-wide press could be the most attractive for metropolitan newspapers because of the reduction in machinery. Six-wide presses would also be more productive and efficient because fewer and shorter webs would likely lead to fewer breaks.

Reslow said MAN evaluated the concept for 18 months and "we are

now satisfied that an uncompromising design is achievable."

There is a big glitch: If newspapers continue to offer zoned advertising—and ultimately the prospect of tailored newspapers, special sports sections for sports buffs, extra news for news junkies—why build a gigantic press to print a mass-market newspaper?

Reslow said the growth of target marketing "has put an element of doubt" into the six-wide picture. He raised the idea of "flexible manufacturing"—essentially smaller presses designed to produce an assortment of products to be compiled later.

Richardson said Mitsubishi was "studying" the six-wide concept, and the demand for it.

Flexography

There was little said at the conference, or shown on the exhibition floor, about flexography, which burst on the scene in the mid-1980s with projections about cutting newsprint waste and press staffing while retaining offset quality and using water-based ink. Estimates as high as 15% of the share of double-width press sales have failed to materialize.

"Let's not forget flexo," MAN's Reslow said in a brief passage. "As comprehensive as our anilox offset

program is, I would still rather run a flexo press."

He called flexo "the inherently successful keyless process," and said MAN installations have proven "there is still a lot of potential in flexo. A little more progress on the plate and ink side and it could get very interesting."

Et cetera

Mitsubishi's Richardson said that company was using waterless plates on its sheetfed presses and is offering the process on its commercial web presses. Mitsubishi's newspaper division is "studying" how to incorporate the process because of the higher productivity gained from eliminating dampening.

He summarized Mitsubishi's plate-changing robots, automatic belted press webbing system, integrated production management system, and splice preparation robots, the first U.S. units of which now run in Richmond.

"These systems are expensive, but . . . as labor costs rise and pressure

on newspaper profits continues, these systems will become more justifiable," Richardson said.

In light of the comparatively sharp drop in newspaper advertising—down 5% in 1991, compared with a 1.5% drop in total advertising—Norris of TKS suggested "it is not only appropriate, but expected, that you examine all newspaper operations."

He suggested that newspapers seek revenues by printing some of the ad inserts they deliver.

Another way to stay competitive is to cut newsprint waste, saving on the second largest expense after payroll. One way is to install systems to track newsprint and to count finished papers, so as not to print too few or too many papers.

Another is to shrink the newspaper. Shortening the cutoff six inches to 22 inches would save 3% but requires modifying the whole press, an impractical notion unless you are buying a new press. Cutting web width one inch to 53 inches saves about 2%.

Kienzle of Goss said future press developments are exciting but "must stand up to today's state-of-the-art, four-wide presses" in delivering productivity, quality, and cost effectiveness.

StarText 10 years old and profitable

One of the earliest videotex services, the *Fort Worth Star-Telegram's* StarText celebrated its 10th birthday in May. It is the only such service to achieve profitability, according to the company.

Begun jointly with locally based Tandy Corp. (which dropped out after a year), StarText offered flat-rate pricing and keywords. Cost of a basic subscription has remained at \$9.95 since 1984. Now serving almost 4,000 Fort Worth-Dallas-area customers as a local telephone call, the service's subscriber growth averaged 30% yearly for the first six years.

StarText offers news in full text every day, prepublication classified ads, stock quotations, an on-line encyclopedia, the EAASY SABRE travel system and electronic mail, as well as premium business and sports information services and original "columns" on a wide variety of subjects supplied by more than 70 subscribers.

Capital Cities/ABC's *Star-Telegram* said StarText is exploring new ties with the print product, on-line advertising and other new opportunities.

Depressed newsprint prices will impact newspapers

Top Tribune Co. exec says current low prices will not last; will wreak havoc on newspaper bottom lines down the road

By Mark Fitzgerald

The current newsprint "depression" sooner or later will wreak havoc with newspaper bottom lines, Tribune Co. president and chief executive officer Charles T. Brumback warns.

Low newsprint prices — which have been an invaluable help in keeping newspaper costs down during a rough economic time — cannot last, Brumback told the 45th annual conference of International Newspaper Financial Executives meeting in Chicago.

"I suspect many publishers think these prices will last forever," Brumback said. "However, Economics 101 is at work, and when the market reaches equilibrium — and it will — there will be sharp price increases." That process is already under way, Brumback said.

He noted that about half of the excess newsprint-making capacity has been taken out of operation, and more is likely to follow.

"Publishers shouldn't continue with this false sense of security that newsprint prices will remain at these depressed prices," Brumback said.

When newsprint prices rebound, Brumback warned, the added expense will squeeze margins even harder.

Newsprint prices have tumbled badly since hitting their peak of \$587 per metric ton in 1988, Brumback noted.

This year the average transaction price is just \$421 a ton — a fall of 28% over even the depressed levels of 1991.

Putting the price fall in a broader perspective, Brumback noted that the average transaction price in 1982 — which was also a recession year — was \$475 per ton, or 13% higher than the 1992 price.

Brumback's Tribune Co. is the eighth-largest newsprint manufacturer in North America, operating two paper mills in Ontario and Quebec.

Quebec and Ontario Paper Co. had operating losses in 1990 and 1991. Last year's losses were \$7 million on revenues of \$422 million, a slight improvement over 1990's \$11 million loss on \$352 million.

At the Tribune Co. annual meeting in April, Brumback warned that continuing newsprint losses could offset improved financial performances by its newspaper, entertainment, and broadcast businesses.

Brumback told shareholders Tribune Co. believes that it should hold on to its newsprint mills during this rough period and begin "evaluating our options when conditions improve."

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Military officers address cartoonists

It's a low-key session at the AAEC convention except for one pointed exchange about the Gulf war

By David Astor

Editorial cartoonists often comment on the U.S. military in their work, but almost never have direct encounters with military officers.

So it was a rare occurrence when two officers spoke at the recent Association of American Editorial Cartoonists convention in Colorado Springs.

During the discussion period following the military men's remarks, most AAEC attendees kept their queries low-key until one editorial cartoonist finally asked a pointed question about the Persian Gulf war.

Kevin "KAL" Kallaugher said "the world was wowed by the wizardry of 'smart' weapons" that, according to the military, minimized deaths and injuries to innocent Iraqi civilians. "Now we find that these claims were highly exaggerated," continued the Baltimore *Sun* and *Cartoonists & Writers Syndicate* creator. "Did you guys do that on purpose?"

Lt. Col. Bill Mulcahy of the North American Aerospace Defense Command responded, "We gave out the best information we had at the time."

Col. Joseph Burke of the U.S. Air Force Academy agreed. "I don't think we lied to the public," he stated.

Mulcahy contended that pieces of military hardware such as the Patriot missiles "did work, although they were not perfect," while Burke said one reason for the high number of Iraqi noncombatant casualties was that Saddam Hussein "started to move military capabilities into civilian communities."

The two Colorado Springs-based officers said there is a lot of information the military would rather not release immediately during wartime, but that there is pressure from the government and media to do so. Consequently, they added, information that does come out may be incomplete or inaccurate as the military struggles to deal with a fast-changing situation and protect the lives of U.S. forces.

"Some of you would disagree, but the American media probably have more access to the military than the media in many other countries," said



Lt. Col. Bill Mulcahy, AAEC president Brian Basset, and Col. Joseph Burke.



Kevin 'KAL' Kallaugher, Sally Nicholson, and Brian Basset.

Burke, who also observed that "the media basically did a good job" during the Gulf war in such areas as keeping classified military information secret.

"There have been media abuses," continued Burke, "but there have probably been an equal number of military abuses vis-à-vis the media."

Burke and Mulcahy also discussed various other matters, including military budget cuts in the post-Cold War era and whether the definition of national security should be expanded to allow the military to get more involved in fighting problems such as



Phil Burgess speaks as Ed Stein looks on.

drug trafficking and environmental threats.

Another major problem — rising medical costs — was discussed by U.S. senatorial candidate Richard Lamm, who has spoken frequently during the past several years about the need to "ration" health care.

"We're already rationing, because 36 million Americans don't have insurance," the former Colorado governor told AAEC attendees. "It's better to ration rationally than ration irrationally."

He added, "We need a strategy that will buy the most health care for society. We spend a huge amount of money on a few cases, but we are not helping the many."

Lamm cited the legislation in Oregon mandating the transfer of money from medical transplants to prenatal care. An uproar ensued when a boy needing a transplant died, yet Lamm noted that thousands and thousands of healthier children will be born in that state.

He added that too much is spent on keeping very ill old people alive.

Lamm was introduced by past AAEC president Mike Keefe of the *Denver Post* and *North America Syndicate* (NAS), who said the politician's looks and controversial statements about various issues make him "God's gift to Colorado's editorial cartoonists."

Another AAEC speaker was Phil Burgess, president of the Center for the New West policy research institute and columnist for the *Denver Rocky Mountain News* and *Scripps Howard News Service*. He talked about the economic growth in America's Western states.

Later in the convention, past AAEC president Ed Stein of the *Rocky Mountain News* and *Newspaper Enterprise Association* received the AAEC's Ink Bottle Award for service to the organization. Presenting the honor was fellow editorial cartoonist Lee Judge of the *Kansas City Star*, another past AAEC president.

Also, Dick Locher of the *Chicago Tribune* and *Tribune Media Services* (TMS) presented the John

Locher Memorial Award for college editorial cartoonists to Jerry King of Ohio State University. He was one of 121 contest entrants.

Another AAEC convention event was the nomination of 1992-93 officers to serve under the *Columbus Dispatch*'s Jim Larrick, who will become president after serving as 1991-92 president-elect under Brian Basset of the *Seattle Times*.

Current secretary-treasurer "KAL" was nominated as 1992-93 president-elect, recent Pulitzer Prize winner Signe Wilkinson of the *Philadelphia*

Daily News was nominated as vice president, and Bruce Beattie of the *Daytona Beach* (Fla.) *News Journal* and *Copley News Service* was nominated as secretary-treasurer.

The choices for three 1992-93 director spots will include current AAEC vice president Vance Rode-walt of the *Calgary Herald* and **Miller Features**, current AAEC director Steve Benson of the *Arizona Republic* and TMS, current AAEC director Joel Pett of the *Lexington* (Ky.) *Herald-Leader* and NAS, former AAEC officer John Trever of the *Albu-*

querque Journal and NAS, and Mark Bolton of the Jackson (Miss.) *Clarion-Ledger*.

AAEC members will vote by mail for their new officers, who take over this summer.

Speaking of members, Sally Nicholson of the Raleigh, N.C.-based Olson Management Group reported that the AAEC now has a total of 358.

Those AAEC members attending future conventions will meet in Austin next year, New Orleans in 1994, Baltimore in 1995, and possibly Phoenix in 1996.

A weekly food column is added to NEA package



Marialisa Calta

A food feature by Marialisa Calta, a regular contributor to the *New York Times* and *Eating Well* magazine, has been added to the **Newspaper Enterprise Association** package.

The weekly column — accompanied by a black-and-white photo from the New England Culinary Institute — focuses on making cooking "easy and enjoyable."

Calta was formerly a reporter and feature writer for the *Providence* (R.I.) *Journal*, reporter for the Barre

(Vt.) *Times Argus*, and correspondent for the Associated Press. The award-winning Vermont resident has also been published in the *Boston Globe*, *International Herald Tribune*, *Toronto Globe and Mail*, and *Reader's Digest*.

Calta — whose first cookbook, *Fresh From Vermont*, has just been released by Vermont Life Publishing — has a master's degree from the Columbia School of Journalism and a bachelor's degree from Georgetown.

Schwadron op-ed art is offered

Op-ed illustrations on national issues are being distributed by **Davy Associates Media Features**.



A 'Toplcs' drawing.

Harley Schwadron has been self-syndicating "Toplcs," which includes eight captionless illustrations per month. Under the arrangement with Davy, the artist will keep his original clients while the San Clemente, Calif.-based syndicate will handle new customers.

Schwadron also does the daily "Big Biz" business panel for Davy, contributes to the "Wit of the World" package distributed by the **Cartoonists & Writers Syndicate**, works as an editorial cartoonist for the *Ann Arbor* (Mich.) *News*, and free-lances cartoons to publications such as the *Wall Street Journal*, *Penthouse*, *Playboy*, *Punch*, and *Omni*.

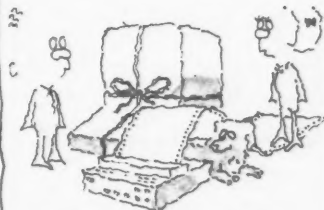
Column avoids touristy locales

A column that focuses on events and places away from conventional tourist spots is being offered by the newly formed **Americana News Service**.

"Beyond the Interstate" is by Eric Model, who formerly wrote the weekly "Around America" travel feature for **Tribune Media Services**.

Model — based at P.O. Box 4262, River Edge, N.J. 07661 — is the author of *Beyond the Interstate: Discovering the Hidden America* (John Wiley, 1989), the host of a weekly radio feature called "Weekends on the Road," and the head of a travel information company whose services include the "Events On-Line" database.

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News about books

Several syndicated people have new books out.

Universal Press Syndicate columnist Garry Wills has written *Lincoln at Gettysburg: The Words That Remade America* for Simon & Schuster.

Dave Barry Talks Back, by the **Tribune Media Services** and **Knight-Ridder/Tribune News Service** humor columnist, has been published by Crown. It is illustrated by Jeff MacNelly, who does the "Shoe" comic for TMS and editorial cartoons for the *Chicago Tribune* and TMS.

MacNelly also illustrated a Simon & Schuster book called *How to Fool Fish With Feathers: An Incomplete Guide to Fly Fishing*, which was written by Chicago Tribune reporter Jonathan Margolis.

Another TMS cartoonist, "That's Jake" creator Jake Vest, has a Tribune Publishing collection out called *The Croissants Act Like Biscuits in Paris, Tennessee*.

A TMS columnist, "The Family Almanac" writer Marguerite Kelly, has revised *The Mother's Almanac* published by Doubleday. Elia Parsons is the co-author.

Matt Tolbert, who writes the "Everybody's Business" comic for **Copley News Service**, has authored *Read My Lips! The Unofficial Cartoon Biography of George Bush* for the Malibu Graphics Publishing Group of Westlake Village, Calif. The paperback is drawn by Mark Braun and editorial cartoonist Neil Grahame.

In other publishing news, Lucianne Goldberg — the wife of **United Media** vice president and director of international newspaper operations Sid Goldberg — has written a novel called *Madame Cleo's Girls* for Simon & Schuster/Pocket Books.

Promotion pieces

Two syndication services have put together unusual promotion pieces.

United Media published a "Fun Guide" for attendees at last month's American Newspaper Publishers Association convention in New York City. In it, various UM cartoonists and columnists recommended their favorite Big Apple places to eat, drink, shop, and visit.

The **New York Times News Service** did a brochure featuring vintage photos from the archives of its contributing newspapers — including the *Atlanta Journal-Constitution*, *Fort Worth Star-Telegram*, *Los Angeles Daily News*, and *San Francisco Chronicle*.



Douglas Page

Page is appointed

Douglas Page has been named Midwest sales representative at **Tribune Media Services**.

The 29-year-old rep — who is the son of former *Chicago Sun-Times* publisher Robert Page — has been director of marketing for the *Trade Show Times*, a circulation sales executive at the Sun-Times, and a managerial and sales staffer with UPI.

Page graduated from the J.L. Kellogg Graduate School of Management in 1990 and received a B.A. in history from DePauw University in 1984.

Column about sex

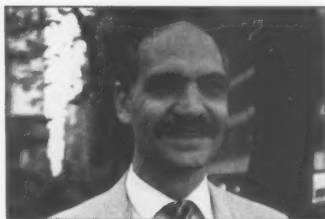
A column "emphasizing the political and pragmatic aspects of sex" is being offered.

"Sobin on Sex" talks about things such as masturbation, monogamy, and the need for more honesty in sexual relations.

Columnist Dennis Sobin is a newspaper editor, author, performing guitarist, and chairperson of the First Amendment Consumer and Trade Society political action committee/non-profit foundation.

The 48-year-old New York City native has also been a teacher, Libertarian Party mayoral candidate in Washington, D.C., and more. He has appeared on the *Donahue*, *Geraldo*, *Oprah Winfrey*, and *Sally Jessy Raphael* shows.

Sobin — based at P.O. Box 70640, Washington, D.C. 20024 — has a B.A. and M.A. from Hofstra University and a Ph.D. from New York University.



Dennis Sobin

'Lottery' switches

Ben Johnson has moved "The Lottery Column" from **United Feature Syndicate** to **Whitegate Features Syndicate** of Providence, R.I.

Johnson began his weekly question-and-answer feature in 1988 after doing research for a book on how some lottery millionaires spent their jackpots.

The columnist is a lottery analyst, contributor to *Win* magazine, and professor at the University of South Florida — where he is completing a doctoral program in composition and rhetoric.

'Luann' CPR strips

A mid-May series of "Luann" strips focused on the title character's successful use of CPR to revive her friend Bernice.



Part of the series.

"Luann" is by Greg Evans of **North America Syndicate**.

Designs for homes

A feature called "Home Design-of-the-Week" is being syndicated starting July 1 by **Craft Patterns**.

Each weekly offering — available in an editorial or classified format — includes an illustration, floor plan, and brief descriptive copy. Readers can order study plans, building blueprints, and more via mail or a toll-free number. Newspapers receive a commission for each order.

The feature, which newspapers are not required to publish every week, is free to papers with circulations of 10,000 or more.

Craft Patterns is a 52-year-old company based in St. Charles, Ill.

Fischetti deadline

August 1 is the deadline to enter the John Fischetti 1992 Editorial Cartoon Competition, which is based at Columbia College Chicago, 600 S. Michigan Ave., Chicago, Ill. 60605-1996.

IN BRIEF

USA Weekend adds three papers

USA Weekend has announced the addition of three new papers to its circulation: the *New Haven* (Conn.) *Register*, the *Westchester* (Penn.) *Daily Local News*, and the *Washington* (D.C.) *Times*.

Those three bring the circulation to approximately 15,900,000 from approximately 15,600,000.

Tampa Tribune working to promote sensitivity

The *Tampa Tribune*, a wholly owned subsidiary of Media General Inc., is working to promote greater sensitivity toward issues of gender and cultural diversity. One year after its inception, the Tribune's company-wide Sensitivity Committee reports measurable progress.

The committee meets every nine weeks and is led by managing editor

Lawrence McConnell. Much of their effort related to women and minorities.

They created an advertisement to encourage more minority participation in wedding and engagement announcements, printed in English and Spanish. The committee also addressed the lack of minority representation in newspaper obituaries by contacting minority funeral parlors. Each department has been asked to commit to minority recruitment and the promotion of women and minorities.

A Newsroom Sensitivity Committee has addressed a wide range of issues, including the underuse of women as expert sources and the possible overuse of pictures that might be considered offensive or gratuitous, such as photos of women sunbathing.

NAHP hires new ad rep

The National Association of Hispanic Publications has entered into an agreement with American Minorities Media, which will sell advertising for

the network of Spanish-language and bilingual publications across the country and facilitate ad placement on a one-order, one-bill basis.

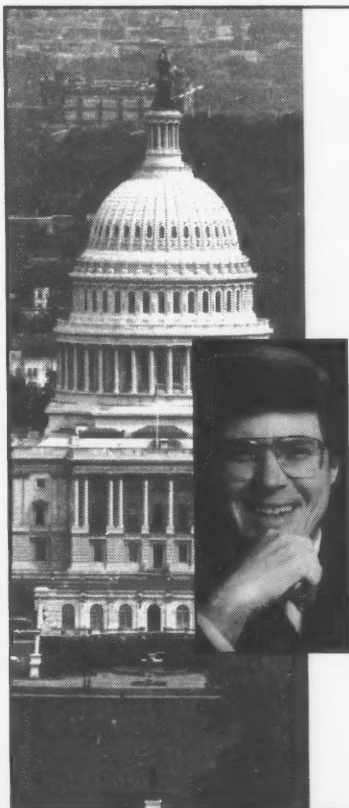
AMM has purchased and taken over the role of Hispanic Media Associates which formerly represented the group.

RTNDA asks FCC to nix ad rules

The Radio and Television News Directors Association has again asked the Federal Communications Commission to repeal its rules regarding personal attacks and political editorials.

In a letter to FCC chairman Alfred Sikes, RTNDA president David Bartlett wrote that the "personal attack and political editorial rules are clearly unnecessary by any cost-benefit analysis and they violate the First Amendment to the Constitution as this commission and the president have said the fairness doctrine did."

RTNDA and others have twice petitioned the FCC regarding these rules.




MORTON KONDRACKE COVERS WASHINGTON FROM THE INSIDE.

Morton Kondracke's twice-weekly column for United Feature Syndicate reports the news directly from the White House and Capitol Hill for *Roll Call*.

- Kondracke was the first to uncover the new push to bring Secretary of State James Baker back to head the Bush campaign. (May 28)
- He was the first to reveal the focus group findings that show Bush losing voters to Ross Perot. (May 11)
- He was the first to identify the "Friends of Bill Clinton" and the discord among them. (March 2)

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Death

(Continued from page 15)

Janet S. Duliere, Warren's wife of 25 years, was loath to discuss her husband's death, or the state police investigation.

She expressed exasperation over all the media attention the situation has garnered, but acknowledged that "Once it's printed, there's not much you can do about it."

When asked about the possibility that the Klan was involved in the newspaperman's death, she says simply, "I don't buy it."

Since Warren's death, Mrs. Duliere has assumed responsibility for the *Advocate*, which had been published at the couple's house. She said that she did not know whether or not the paper would continue to be published.

Mrs. Duliere herself completed the edition on which her husband had been working at the time of his death. Townspeople interviewed said that they had seen her and the Duleres' son Germain delivering papers to distribution points shortly after the incident.

Still another who does not believe that the KKK was involved is Kathy Davis, who runs the library in Capon Bridge and had what she calls a "professional relationship" with Warren Duliere.

A Klan murder, she insists, does not jive with the tranquility that defines Capon Bridge.

"That's something that happens in Georgia and farther south," she insisted.

"The Klan in this area, we've never had any, quote, problems with them," she related, "but I think people are aware they're out there."

Davis says she, like everybody else, has "no idea what to really think" about Duliere's death, but she rules out suicide, another popular theory.

As noted in the aforementioned news accounts, Duliere's most recent contact with the KKK was last winter after he had managed to infiltrate their meeting but, as Davis pointed out, Duliere had railed against the Klan before.

In March 1987, he published a story headed, "Ku Klux Klan Hatred and Violence Spreading Into West Virginia." The article—which ran alongside a photo of a lynching victim in Alabama—asked, "Can scenes similar to the accompanying photograph become a non-rare occurrence in West Virginia?"

Duliere's source for the story, he reports, was a member of the anti-KKK organization Klanwatch. The

editor would not identify the man, who was quoted as saying, "Reveal my identity and my life won't be worth a dime. Klansmen from Maryland or Virginia, or some other nearby state, would silence me within days or weeks."

As the Hampshire County clerk, Nancy Feller frequently saw her name in the *Advocate*. She says she is shocked over the editor's mysterious demise, but refuses to give the KKK possibility any credence. "I don't have any reason to believe any of that Klan business," she maintained.

As for Duliere and his newspaper, Feller says she has mixed feelings.

"Some of his articles were a little bit controversial, but he sure kept public officials and politicians in line," she said. "He was an investigative reporter, and he would really get into it sometimes."

She recalled that Duliere had interviewed her on numerous occasions.

"I never had any problem with it," she said of the stories about herself, "but, if I didn't want anything printed, then I kept my mouth shut."

Feller thinks, ultimately, that newspapers are important because they "tend to keep corruption out of government and stuff. . . . The public has a right to know if you're in public office and you're dealing with tax money; you're supposed to represent the people honestly and fairly. If you didn't have newspapers, then people would tend to do a lot more bad, they would tend to become more corrupt."

A public official who was affected not only by Duliere's newspaper but also by his political ambitions was Stephen R. Haines, who occupies the County Commission seat that Duliere had sought.

Haines says he did not know Duliere very well, but noted that he had been mentioned in the *Advocate* because of his public post. He recalled the editor's tenacity, and described him as "outspoken."

Irene Bullis, who operates a small grocery store in Capon Bridge, does not know quite what to think about the controversial editor's downfall.

Like Davis, she rules out suicide, and quips, "He would have written a long story about himself first. He liked himself too much."

Noting that Duliere had been working on a new issue of the *Advocate* at the time of his death, Bullis offered that the subject of one of the editor's stories could be the culprit.

"Maybe he was writing about somebody or something in the paper that they didn't want printed, or something like that," she pondered, adding, "Warren looked into everything, and I don't think anything could ever stop him."

For whatever reason, Warren Duliere was silenced that spring day on a West Virginia hillside. He is not forgotten, however.

As Patti Murphy, who wrote a regular column in the *Advocate*, said in the paper following Duliere's death, "The man we loved is gone. But his soul remains. It is strengthening the old weathered trees that sit on the mountains and dot the valley. It has richened the earth, touched the wind and now flows with the river."

"The man is gone. His essence will live forever."

Reporter begins nature trip

Steve Grant, a staff writer for the *Hartford (Conn.) Courant*, left at the end of May on a trip that will take him all along the New England shoreline.

Starting in Lubec, Maine, Grant will set off on foot to travel the coast of New England. He will use various modes of transportation, such as kayak, bus and ferryboat, as his journey progresses.

His plans include 12 or 13 days traveling down the coast of Maine, one day in New Hampshire, eight to 10 days in Massachusetts, three to four days in Rhode Island, and about a week in Connecticut. For much of the trip, Tony Bacewicz, *Courant* photographer, will accompany him.

Grant's stories and Bacewicz's photographs will focus on the sea and the ways in which people and the land interact with it. The stories will run in the *Courant* three days a week: Sundays, Tuesdays, and Thursdays.

Grant took a similar trip last year at the same time when he canoed the Connecticut River from one end to the other. That trip took him 410 miles from the river's source in northern New Hampshire to Old Saybrook, Conn., where it empties in the Long Island Sound.

Grant writes frequently about natural science topics for the *Courant*. Since 1980, he has been the environment writer, the Capitol bureau chief, and politics and government editor.

Sponsors Bee

The *Orlando Sentinel* and the Association for Children & Adults with Learning Disabilities sponsored the Great Central Florida Corporate Spelling Bee.

Teams of three representing 14 Central Florida businesses raised more than \$1,000 apiece for the beneficiaries.

Denver Post: mile high, 100 years old

The *Denver Post* is celebrating its 100th birthday this year.

Festivities include a display at the Colorado History Museum.

A Frontier Days train ride, rejuvenated to benefit a local hospital, on July 18 will recreate a tradition from 1908 to 1970 in which the Post invited political and business leaders for an excursion.

Now owned by Media News Group, the Post is throwing itself a giant birthday party Aug. 9 at the Denver Zoo.

Relieved of command

Four Atlanta investor groups who accused a newspaper company of fraud, conspiracy and breach of contract were awarded control of the company to settle their \$5 million lawsuit.

The settlement approved earlier this year in state court in Shalimar, Fla., ends a Chapter 11 filing by Hometown Communications Inc. and gives the investor groups a majority on Hometown's board for as long as they own stock or are creditors.

Hometown, based in Destin, Fla., publishes the *Coffeyville Journal* and *Pratt Tribune* in Kansas, *Freemont (Neb.) Tribune*, *Sturgis (Mich.) Journal* and weekly *Sun Advocate-Emergency County Progress* in Price, Utah.

Last March Noro-Mosley Partners II and three River Capital partnerships, all from Atlanta, sued Hometown, naming as defendants chairman and CEO Rupert E. Phillips; his son and former company officer Ryan Phillips, and president Brent O. Leslie.

The suit said the investors pumped \$3 million in Hometown in 1989 to pay off its debts, in exchange for preferred stock and organizational covenants. After the investors put in more money, Rupert Phillips blocked the investors' attempts to take over by enforcing covenants and schemed against the investors, the suit alleged.

"As far as we are concerned, it's resolved," Rupert Phillips told the Associated Press in early May. Phillips did not return phone calls.

One of the investment companies, Noro-Mosley Partners II, had no comment.

"We are continuing to run the business as an ongoing business and re-

viewing other options," said Jerry Wetherington, an executive with River Capital.

He declined to say who was in charge of the company, what was Rupert Phillips' position, or to give any other details about the lawsuit or the company.

The publisher of one of the company's papers said the lawsuit had no effect on operations but asked that his name not be used.

—George Garneau

New mag reprints best of the press

A former advertising and entertainment executive is gleaning interesting stories from newspapers and magazines and reprinting them in a monthly national affairs magazine.

The *National Times* is scheduled to make its debut later this year.

"It is the very best of everything in print for the last 30 days, to give a perspective you wouldn't get otherwise," said editor James Goode, a former *Life* magazine correspondent and an editor at *Playboy*, *Penthouse* and other magazines.

National Times is based on the theory that, because of the gigantic volume of information available every day, nobody has the reading time or subscription money to keep fully informed.

So *National Times* monitors hundreds of newspapers, magazines and other sources, selects the most interesting articles, acquires reprint permission and compiles a selection of news, analysis and features geared to intelligent readers. It also uses speeches, television transcripts, you name it.

"If something interests us, we put it in," Goode said.

It pays modest fees for reprint rights to the nation's leading newspapers, syndicates and magazines either by contract or one article at a time.

Prototype issues included mostly stories from the mainstream dailies but some liberal sources such as the *Village Voice*, and *Mother Jones*, some opinion pieces from left and right of center but overall it has a liberal ring. Items include a *New York Times* op-ed piece by Czechoslovakian President Václav Havel, a *Wall Street Journal* story on the BCCI scandal, *Los Angeles Times* story on Japanese justice, *Defense Monitor* magazine story on military drug war.

Advertising was sparse, including

camera manufacturer Leica and Merin Galleries jewelers.

The brainchild of publisher David Krebs, an advertising, public relations and entertainment executive and founder of Krebs Media Corp., *National Times* expects initial circulation of 25,000, mostly by mail but with some newsstand sales and controlled circulation. It carries a \$3 cover price, \$27 a year by subscription.

The staple-bound, 11-by-14-inch format includes a glossy white cover with black-and-white newsprint inside.

Retailer selects weeklies over daily

A St. Paul retailer recently decided to launch a new store by advertising in a weekly community publication, *Lillie Suburban Newspapers*, over the major daily.

The Big Dollar Store ran ads in five of *Lillie's* 11 papers. The newspaper chain has been tapped to handle print advertising, insertion distribution and mailing services. The five newspapers cover a five-mile radius from the Big Dollar Store. The ads will launch a new "Hello East Side Neighbors" headline, and be backed by radio and television ads.

Saturn Corp. to sponsor AAF competition

The Saturn Corporation will be the corporate sponsor of the American Advertising Federation's 1993 National Student Advertising Competition, according to Wally Snyder, AAF president. This year's competition was sponsored by VISA, U.S.A.

Like VISA, Saturn will challenge advertising, marketing and communications students at colleges and universities nationwide to create a comprehensive ad campaign. Saturn's case study will ask students to develop an integrated communications plan that will build Saturn brand equity while supporting its growing product line.

The competing colleges teams are first judged each spring by advertising executives in 15 regional semifinal competitions. Those winners advance to the College World Series of Advertising national final to be conducted during the AAF National Advertising Conference next June in Washington, D.C.

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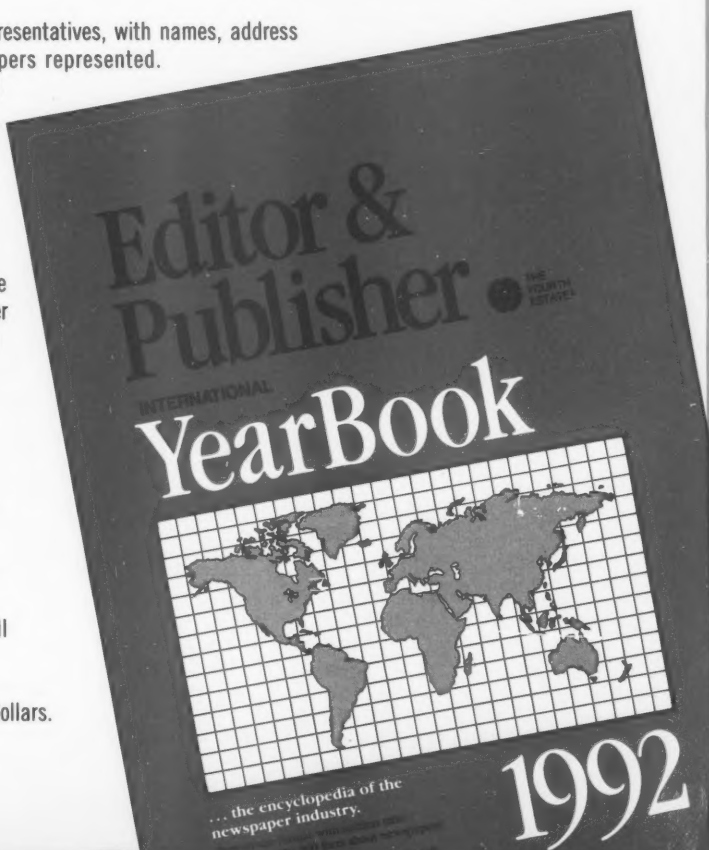
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UPI

(Continued from page 9)

\$40 million for in bankruptcy court in 1986 brought less than 10% the price five years later.

"It's nice to see UPI alive and in business," said Wire Service Guild president Kevin Keane, whose union represents 200 of the company's employees. "UPI employees have sacrificed so much and are entitled to a good deal," he said. Their contract expires June 30.

UPI said it has 2,000 clients around the world and at last count was losing \$150,000 to 200,000 a month.

Newsman writes book on 'Ike'

A retired Army major general, and long-time newsman, has produced a new book on the life of Army general and president, Dwight D. Eisenhower.

Wendell C. Phillippi, managing editor of the *Indianapolis News* for 22 years, is the author of *Dear Ike*, a compilation of fictionalized letters to and from Eisenhower. Based on facts, the literary letters draw from Phillippi's own intimate experience with World War II and from correspondence and interviews he had with some of the principals of the era.

After the war, Phillippi served in the Reserves and National Guard and was commanding general of the 38th Division in the early 1960s. He lives in Indianapolis. The book is published by Two-Star Press, Nashville, Ind.

Unpardonable Sins

Hartford (Conn.) *Courant* reporter Bob Vacon was in the middle of writing his first book when he was killed in an auto accident in October 1990. With the help of his colleagues at the *Courant*, the book was completed and has just been released by New Horizon Press.

Unpardonable Sins: A Father's Fight for Justice tells the story of Robert McQueeney, a Connecticut man accused of raping his four-year-old son and acquitted by a jury more than two years later. The charge was made by McQueeney's wife, who had filed for divorce and wanted sole custody of their two children.

Completion of the book was undertaken by Vacon's friend and colleague, reporter Lyn Bixby. It is being sold through ads in the *Courant* and is available in bookstores throughout the country.

Pittsburgh daily rehires some laid-off workers

The *Pittsburgh Post-Gazette* rehired 60 newsroom employees a week after laying off all 155 news staffers during a strike that has shut the *Post-Gazette* and the jointly published *Pittsburgh Press*.

The *Post-Gazette* on June 8 called back 39 Newspaper Guild members and 21 newsroom managers to work part time on news reports being delivered by facsimile, telephone and television, said assistant managing editor Woodene Merriman.

Its latest effort was P-G Minutes, a series of brief news segments in which *Post-Gazette* reporters read local news and features periodically over public television station WQEX. One feature has cartoonist Tim Meenes reading the comics.

The *Post-Gazette* also produces *Stage Fax*, a weekly report for distribution to theaters, and *Money Fax* for businesses, and is developing a radio program.

Most of those still out of work are photographers, copy editors and artists.

In the sixth week of a strike that has halted both papers, the *Pittsburgh Press Co.*, the agency that publishes *Scripps Howard's Press* and the *Block family's Post-Gazette* and is controlled by *Scripps Howard*, was scheduled to meet June 23 in Washington for federally mediated negotiations with the local Teamsters Union.

About 600 Teamsters walked off the job May 17 after the *Press Co.* planned to begin a circulation department reorganization that would cost 450 Teamsters drivers their jobs.

Hundreds of production and business department employees were laid off, pending resolution of the strike.

During the strike, the *Press*, whose newsroom is not unionized and remains on the job, has been publishing a weekly newspaper and a weekend package of comics stuffed with advertising circulars, both delivered by mail.

—George Garneau

Three inducted into MPA Hall of Fame

The Mississippi Press Association inducted three people into its Hall of Fame. They are Charles Gordon, O.C. McDavid and Robert McHugh.

INMA

(Continued from page 19)

NAA plus half of the \$500 yearly dues paid for this year, minus any products and/or services ordered by the members.

Not all members who approved the change will transfer their share of the funds. Only those who follow up by sending written notification within 30 days will switch their share to NAA.

Members have until July 1 to notify INMA. The international and regional treasuries would not be affected by the funds transfer.

Carroll, presiding over the meeting, said, "Obviously it would be more difficult if everyone did [transfer funds], but INMA will go forward and build up its base."

He pointed out that the International Newspaper Promotion Managers Association started out much smaller. He believes INMA will still be in "a position of strength" even after any downsizing.

IDEAS magazine, INMA's monthly magazine, is one service that is to continue. Other services will be evaluated, and those offered will try to create a niche for INMA to serve the industry where NAA does not.

"This is a great time to re-evaluate ourselves and offers a real opportunity to restructure to best serve the needs of our members," said Carroll at the meeting.

Cable grew fastest

Telephone companies upped their revenues 3.4% in 1990 to \$156 billion, according to the Census Bureau.

Within the phone industry, cellular and radio telephone service boosted revenues 34% to \$3.6 billion, contributing only 2% of telephone industry revenue but 18% of its growth.

The largest share, 44%, or \$68 billion, came from long distance. Local phone service generated one-fourth of revenues and directory advertising contributed 5%, the Census Bureau said in a report issued by the Commerce Department about communications service industries.

Leading the pack in growth was the category including cable television, telegraph and other communication services, where revenues grew 12.3% to \$26.9 billion.

Broadcast television took in \$21.3 billion in 1990, up 3.7% from the year before.

Radio broadcasting grew the slowest, less than 1%, to \$7.4 billion last year.

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HELP WANTED**ADMINISTRATIVE**

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PUBLISHER sought for 8,000 circulation daily in North Central Indiana. Strong background in marketing required as well as good management skills. Send resume with salary requirements to: Nixon Newspapers, Inc., Attn: Personnel, PO Box 1149, Peru, IN 46970.

ADVERTISING**AD DIRECTOR**

Small New England 6-day daily seeks experienced ad sales leader who can lead a staff of nine in classified and retail. Budgeting, good setting, and enthusiasm a must. You'll lead sales of a TMC, a seasonal vacation tab, telemarketing, as well as the daily. Family owned. Send your resume and salary needs to: Advertising Position, Box 727, Dover, NH 03820.

ADVERTISING MANAGER for Florida shopper. Must have management, sales, training experience. Excellent opportunity in beautiful Vero Beach, FL. 1 (800) 334-9506. Ken Roberts.

ADVERTISING DIRECTOR

17,000 circulation daily newspaper in Zone 2 needs a good sales manager, trainer and marketer to lead its ad department. We offer a competitive salary, 401(K) plan and MBO program. Send your resume with a cover letter in confidence to Box 5899, Editor & Publisher.

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We're looking for a creative person with management experience who can progress with a seven-day award-winning daily newspaper team. Send resume and salary history to S.L. Asbach, Mesabi Daily News, PO Box 956, Virginia, MN 55792.

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EDITOR & PUBLISHER for June 27, 1992

HELP WANTED**ADVERTISING****ADVERTISING DIRECTOR**

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Warren Times Observer
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Warren, PA 16365

Attn: Kevin Mead, General Manager

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EXPERIENCED AD DIRECTOR/SALESPERSON for 10,000 paid circulation weekly, Rocky Mountain Zone 8. Must plan campaigns; manage retail, classified and ad production; train; make sales calls. Bonus based on revenue increase. Send resume to Box 5914, Editor & Publisher.

RETAIL ADVERTISING MANAGER

Central Michigan Newspapers is seeking an advertising professional to lead our eight-person sales staff in Mt. Pleasant. The successful candidate would be responsible for retail display sales in The Morning Sun, a 12,000 circulation daily and Sunday newspaper with late-week TMC; and the Buyers Guide, a 30,000 distribution shopping guide; as well as participating in the sales and marketing of CMN's eight other shopping guides. This is an excellent opportunity for growth with a successful and progressive company in a dynamic and growing university town. Please send cover letter and resume to Drawer 480, Central Michigan Newspapers, PO Box 447, Mt. Pleasant, MI 48804-0447.

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ART/GRAPHICS**CORPORATE CREATIVE MANAGER**

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Qualified candidate should have a minimum of five years experience in newspaper graphics, ability to conceive award winning campaigns and marketing collateral, familiar with MAC and various graphic design software. Some travel required. Excellent salary and benefits. Send resume with salary history to Box 5916, Editor & Publisher.

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The Milwaukee Journal, Wisconsin's largest newspaper, seeks a proven editor to lead its features graphics team. The person we're looking for should be a hands-on designer and editor who can lead a team of five artists and two photographers while working closely with the graphics editor and feature editors. Quark, Photoshop and FreeHand/Illustrator skills a must. Send resumes and samples to:

Geoffrey W. Blaesing

Graphics Editor

The Milwaukee Journal

PO Box 661

Milwaukee, WI 53201-0661

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HELP WANTED**ART/GRAPHICS****GRAPHIC ARTIST**

Daily and Sunday (67,000) suburban needs graphic artist with skills in Freehand, Quark and White Knight. Page design skills a plus. Send resume and samples to James Pitrone, Graphics Editor, Bucks County Courier Times, 8400 Rte. 13, Levittown, PA 19057

NEWS DEPARTMENT ARTIST

The Blade is seeking a Staff Artist for its Editorial Art Department. Our artists design, illustrate and produce graphics for news, features and sports sections. Must have Macintosh skills and familiarity with newspaper production processes. Top minimum is \$824 per week. Send tearsheets and/or slides with resume by July 13 to Jo J. Adams c/o The Blade, 541 N. Superior St., Toledo, OH 43660.

CIRCULATION**CIRCULATION MARKETING DIRECTOR**

We are looking for a creative team player with knowledge in motor roads, carriers and promotion overall. We are an award-winning 7 day-a-week newspaper located in beautiful Northern Minnesota. Send cover letter, salary history and resume to: Scott L. Asbach, Mesabi Daily News, PO Box 956, Virginia, MN 55792.

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HELP WANTED

EDITORIAL

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Please apply in person at the Anchorage Daily News Human Resources Department, 1001 Northway Drive, or send resume to the Anchorage Daily News, PO Box 149001, Anchorage, AK 99514-9001, Attn: Features Editor Kathleen McCoy. Minorities encouraged to apply.

THE ANCHORAGE DAILY NEWS IS AN EQUAL OPPORTUNITY EMPLOYER.

ASSISTANT CITY EDITOR

The Daily Gazette is looking for an ace with high reporting and writing standards. Must be proven performer as originating editor. Send resumes to Denis Paquette, Managing Editor, The Daily Gazette, 2345 Maxon Rd., Schenectady, NY 12301.

ASSISTANT CITY EDITOR — NIGHTS

Major Bay Area newspaper seeks experienced journalist to work with night staff of 2+ reporters to help put out metropolitan newspaper. Must have highest professional standards and news judgment and possess leadership ability. Should be well-organized, imaginative and able to work well with reporters, stringers and other editors in diverse environment. Zone 9 applicants only. Box 5918, Editor & Publisher.

BUSINESS WRITER/COPY EDITOR

Western daily, circulation 50,000 plus; Must be able to write about business in lively, accessible style; also must have editing experience; Spanish language proficiency a plus. Box 5905, Editor & Publisher.

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The nation's largest producer of business publications is seeking full-time reporters for its business newspaper branch based in North Carolina. Candidates should have a strong interest in specialized business journalism. Company offers significant opportunities for career growth. North Carolina Headquarters, in Greensboro/Winston-Salem/High Point, is an ideal spot for relocation. Send resume to: Business Reporter, PO Box 2754, High Point, NC 27261.

BUSINESS REPORTER with experience needed at San Antonio Light (230,000 Sunday). Must be self-starter, quick on deadline and able to manage project stories. Spanish language skills, knowledge of energy and biotechnology helpful. Send resume and clips to David J. Shaffer, San Antonio Light, PO Box 161, San Antonio, TX 78291.

HELP WANTED

EDITORIAL

CHIEF EDITOR

Boston based international publisher seeks a Chief Editor for one of its US consumer magazines. The national magazine is an established, recognized leader in the field of bicycling. The right candidate has at least five years experience in a top editorial position. Consumer magazine experience preferred. Knowledge of the bicycling audience and market is a definite plus. Emphasis will be placed on the ability to generate fresh story and editorial packaging ideas as well as the ability to effectively motivate and manage a capable, medium-sized staff. Send resume and relevant materials to:

W.I.N.
545 Boylston Street
12th Floor
Boston, MA 02116

CITY EDITOR — Aggressive Zone 2 daily seeks passionate City Editor who can work with young, but eager staff to produce creative daily local budget for newspaper in one of the most competitive markets in the U.S. Resume, clips to Box 5911, Editor & Publisher.

COPY DESK CHIEF

The Milwaukee Journal seeks an experienced copy editor to take charge of Features/Lifestyle copy desk. Five-person desk handles the following weekly sections: Lifestyle, Home, Travel, Health, Food and Neighbors. It also fine-tunes periodic special sections ranging in topics from literacy to car care. Applicants should have strong journalistic skills, the ability to work well with others and a wide range of interests and knowledge. Send letter, resume and clips to Beth Slocum, Features/Lifestyle Editor, The Milwaukee Journal, Box 661, Milwaukee, WI 53201.

COURTHOUSE CORRESPONDENTS:

Stringers needed to track litigation and get copies of legal documents in Dallas, Houston, Los Angeles, Chicago, Boston and Miami. No writing involved. Contact Editor, Box 248, Chalfont, PA 18914.

CRACKERJACK REPORTERS wanted to cover Washington. News wire service seeks reporters w/2-5 years beat reporting experience and proven enterprise ability. If you have precision, imagination and drive, send resume and 5 clips to K. Grassmuck, States News Service, 1333 F St., NW Suite 400, Washington, DC 20004.

EDITOR for weekly community newspaper edited for women. Must have weekly newspaper experience. Responsibilities include writing, editing, layout, involvement in community and directing staff of 2. Good salary and benefits package offered by fast growing, quality-oriented chain. Zone 9. Resume and salary requirements to Box 5910, Editor & Publisher.

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EXPERIENCED BUSINESS WRITER. 41,000 AM daily newspaper judged one of the best in nation. Mail replies only, please. Personnel Director, Alexandria Daily Town Talk, PO Box 7558, Alexandria, LA 71306.

FEATURES EDITOR

Experienced Editor needed to supervise daily Lifestyle section, Special sections and Entertainment section for Zone 5, 30,000 daily. Should have eye for lively layout, concise writing, and must be driven to compete in a competitive market. Supervisory experience required. Send resume, cover letter and clips to Box 5908, Editor & Publisher.

GENERAL ASSIGNMENT REPORTERS Full-time. We're looking for two aggressive dynamic reporters to handle general news coverage in a growth area. Daily newspaper experience is a plus. Excellent English grammar, punctuation and spelling skills required. Equal Opportunity/Affirmative Action Employer. Send resume and clips to Rebecca Pierce, Metro Editor, Kalamazoo Gazette, 401 South Burdick, Kalamazoo, MI 49007.

MANAGING EDITOR

Western Pennsylvania 32,000 circulation daily seeks a multi-talented news executive to direct our staff of 22. Strong management skills and team player are essential. Macintosh based installation planned for fall. Ideal candidate will have experience on a 20,000 plus and be ready for the next step forward. Excellent base pay plus performance bonus. Call (412) 282-8000 (ext. 258) or reply in confidence to Ron Vodenichar, Butler Eagle, PO Box 271, Butler, PA 16003.

MANAGING EDITOR

A progressive Midwest 30,000 daily, owned by a major newspaper group, is looking for a managing editor to lead a bright team of journalists. Candidates must have superior skills in writing, news judgment, organization, and be a strong leader with creative ideas. Excellent pay and benefits. Candidates should send letter, resume and work samples to:

Box 5907, Editor & Publisher

HELP WANTED EDITORIAL

MIDWEST DAILY, 170,000+ circulation AM, seeking assistant sports editor, 4 years minimum experience. Reporter with strong sports background. Mini-mum 2-3 years experience. Sports Department expanding. Strong diversified independent company. Send resumes to Box 5902, Editor & Publisher.

MORE THAN 40 veteran writers, editors and photographers have been idled by the closing of The Racing Times, a national daily. These journalists are more than horse-racing experts — they are thorough professionals who would be assets to a variety of publications and public relations-marketing organizations. This is an opportunity to tap into more than 600 years of journalistic experience. Call or write the National Turf Writers Association Job Pool, 1314 Bentwood Way, Louisville, KY 40223, (502) 245-3809.

OMBUDSMAN

Department of Defense Position Available. Ombudsman for European and Pacific Stars and Stripes Office in Alexandria, VA. Extensive journalism experience required; ability to establish and maintain effective working relationships with individuals and groups; ability to conduct training seminars, evaluate readership surveys and lead discussions on newspaper editorial operations and policies; knowledge of DoD, Military Services, and Unified command structures and operational concepts is desirable; and skill as a Senior Newspaper Editor. Serves as principal reviewer of all allegations of censorship and editorial content of Stars and Stripes; prepares reports to Congress; writes for newspaper publications; and sponsors professional seminars. Salary range \$64,233 to \$83,502. Contact Washington Headquarters Services, (703) 697-9205 to DoD job announcement. Job announcement closes and applications must be received by July 10, 1992. DoD is an Equal Opportunity Employer.

OUTDOORS EDITOR

One of the nation's largest publishers of outdoor magazines is seeking an editor who has a strong knowledge of hunting and fishing (especially in the Northeast). We need a proven, team-oriented journalist with excellent editing skills and the ability to develop story ideas with freelancers. Outstanding opportunity to enter the magazine field and join an attractive suburban Atlanta community. Serious applicants may send resume and work samples to Ken Dunwoody, Game & Fish Publications, PO Box 741, Marietta GA 30061.

REPORTER, STATE GOVERNMENT - Great job, high visibility, covering politics, people and government from state bureau in Zone 7. Can investigate, interpret, shun pack journalism. Track record in political reporting required. Send resume and clips to Box 5900, Editor & Publisher. Application deadline July 3, 1992.

REPORTER: The Waterbury (CT) Republican-American (60,000 daily, 87,000 Sunday) has opening for a proven performer. Sharp beginners will be considered. Pay scale to \$31,000, excellent benefits, short distance from New York and Boston. Send resume and clips to Bob Veillette, Managing Editor, Waterbury, CT 06722.

HELP WANTED EDITORIAL

REPORTER for aggressive, mid-size morning daily. Want someone who appreciates the craft of writing, who gets the why behind the news, who can make complicated issues seem simple. Send resume and clips to: Jim Willis, Managing Editor, Birmingham Post-Herald, PO Box 2553, Birmingham, AL 35202.

SPORTS EDITOR

40,000 plus circulation, award-winning daily newspaper seeks innovative, creative sports editor who values good writing as much as a complete scoreboard. Our readers are active, adventurous and love those Giants - they are likely to be as interested in the latest biking equipment as Bill Swift's ERA. Send work samples, cover letter and resume, to Jay Silverberg, Executive Editor, Marin Independent Journal, PO Box 151790, San Rafael, CA 94915-1790. No telephone inquiries.

SPORTS REPORTER-COPY EDITOR wanted for 40,000 circulation AM daily. We want an aggressive self-starter who must be equally adept at covering a beat, editing copy or designing pages on our pagination system. Send resume to the Odessa American, Sports Editor L D Shugert, PO Box 2952, Odessa, TX 79760.

SPORTS WRITER

75,000 circulation looking for a reporter with strong writing skills to cover high school and college sports in Macon and middle Georgia. We're looking for someone with 1-2 years experience with a daily. Macon Telegraph, Sports Editor Kevin Procter, PO Box 4167, Macon, GA 31213-4199.

HELP WANTED EDITORIAL

THE MISSOURI SCHOOL OF JOURNALISM needs an experienced Sports Journalist with a yen to teach. The job is Instructor and Sports Editor of the Columbia Missourian, our daily community paper. We offer hard work, a salary in the \$20s and a chance to teach some of the brightest journalism students in the country. Opportunity to pursue an advanced degree. Screening begins August 1. Send letter and resume to: George Kennedy, Search Committee Chair, School of Journalism, Box 838, Columbia, MO 65205.

VISIONARY SPORTS EDITOR needed to lead Northwest Ohio daily's staff (4 FT, 2 PT and stringers). You will be part of a newsroom that is redirecting and refocusing coverages to serve readers in more relevant, fun ways. This person will offer problem-solving, team-building and coaching skills as we refine pages rich in prep and local college coverage to meet needs of tomorrow's readers. Color and page design skills required; pagination experience helpful. Send a cover letter and brief statement outlining how you would lead such an effort, a resume and 6-10 tearsheets showing layout and copy editing skills to Ray Sullivan, Editor, The Lima News, 121 E. High St., Lima, OH 45802. No phone calls, please.

WANTED IMMEDIATELY: Small weekly in U.S. Virgin Islands is seeking mature, experienced reporter, who wishes to make a long-term commitment and may consider eventual retirement in this U.S. paradise. Must possess good grammar and re-writing skills. State resume and minimum salary requirements to Box 5917, Editor & Publisher.

Attention Advertisers:

Please note these reminders when sending classified ad copy:

-Please specify an exact classification within a section of ads: for instance, Equipment &

Supplies-Phototypesetting; Industry Services-Consultants; Help Wanted-Sales. Help us put your ad where it will do you the most good.

-Be sure to indicate how many times you wish the ad to appear, and whether an E&P box number is required.

-Orders for classified display advertising should include the number of columns and inches you wish the ad to be, as well as how many weeks the ad should run.

Remember—in all correspondence regarding your ad, please include a copy of the invoice.

Thank you for helping us serve you better!

E&P Classified Department

Help Wanted
Daily Report Of Newspaper Jobs
1-900-786-7800
\$1.95 per. min.
 Reporter
 Photographer
 Copy Editor
 Graphic Artist
 Managing Editor
 Entry-Level
117 W. Harrison Blvd. 6th Floor
Suite R347 Chicago, IL 60605

HELP WANTED

EDITORIAL

Want to do what you like most in a beautiful area along Florida's east coast? Then the PRESS-JOURNAL may be the place for you. We're a 30,000-plus daily that's first in the state when it comes to household penetration. Local news is our forte and we're looking for a reporter that will help us improve even more. Applicants should be able to dig out the stories that affect the lives of readers and present that news in a compelling format. Ability to use a camera is a must. Send resume, 3 clips and references to: Byron E. Gray, c/o Vero Beach Press-Journal, PO Box 1268, Vero Beach, FL 32961. No telephone calls, please.

EDITORIAL SYSTEMS

NEWS SYSTEMS EDITOR

... for two growing Gannett dailies in suburban Pittsburgh. SII/System 55 editing and Mac 55 pagination systems will be installed this summer. Ability to manage that installation and conduct staff training on it is required. So is at least three years' experience as a systems editor or assistant. SII and Mac experience helpful, but vendor will provide initial training. Candidates MUST be available before Aug. 3. Send resume, reference names/phone numbers, salary history/requirements and letter to: Anne Saul, News Systems Editor, Gannett Co., Inc., 1100 Wilson Blvd., Arlington, VA 22234. No phone calls, please.

FREELANCE

ENGLISH SPEAKING STRINGERS needed for major cities in the following international markets: Europe, Middle East, Africa, Asia, Mexico, The Caribbean, South America. For: Hotel & Motel Management, a hotel industry trade journal. Send resume to: Glenn Hasek, H&MM, 7500 Old Oak Blvd., Cleveland, OH 44130. (216) 891-2787 FAX:(216) 891-2683.

INNOVATIVE EDUCATIONAL NEWS-PAPER for 9-14 year-olds, needs solid, well-researched articles about the environment, health, fitness, science, technology. 200-300 words. From \$2.00/word. Payable on acceptance. Contact: Editor, It's News To Me, 363 S. Orange St., Orange, CA 92666

HUMAN RESOURCES

LABOR RELATIONS MANAGEMENT The Union-Tribune Publishing Co., San Diego's largest newspaper, is seeking an energetic and experienced person to handle its day-to-day labor relations activities including negotiations and the processing of grievances through arbitration. The ideal candidate should have a strong knowledge of labor relations, five years or more negotiations experience, proven managerial skills with the ability to motivate and direct as well as a solid background in all other human resources areas.

A strong educational background including a graduate degree or law degree is preferred.

We offer an excellent salary and benefit package including a 401K plan with company contributions. Interested applicants should mail a resume with salary requirements to:

Jack Wilson
Human Resources
Union-Tribune Publishing Co.
PO Box 191
San Diego, CA 92112
or
fax to: (619) 299-3488.

HELP WANTED

MAILROOM

McCAIN EXPERIENCED OPERATOR. 6 pocket, 4 & 5th knife. Minimum 5 years experience. 1(800) 843-6805. 8-5 M-F(CST). Jerry Schmuck.

MARKETING

MARKETING: Seeking outstanding marketing candidates for executive positions. Experience in market segmentation, research, creating targeting strategies, sales development, and coordinating marketing programs required. BA mandatory; graduate degree preferred. We have a strong commitment to EEO. Box 5906, Editor & Publisher.

PHOTOGRAPHY

PHOTO DEPARTMENT SUPERVISOR

Northwestern Pennsylvania Newspaper seeks experienced result-oriented professional to supervise a 5 person Photo Department. Qualified candidates will possess:

- * 3-5 years supervisory experience plus 5-8 years technical experience in a daily newspaper or similar environment.
- * Functional knowledge of electronic darkroom and color reproduction, capable of film/print processing, familiar with Photoshop software and other software applications.
- * Functional knowledge of purchasing procedures as pertains to Photo Department equipment and supplies.
- * Photojournalism degree preferred but equivalent experience acceptable.

Excellent career opportunity offering competitive wages and fringe benefits package. (No phone calls, please.) Send confidential resume with salary history to: Times Publishing Company, 205 West 12th Street, Erie, PA 16534, Attn: Human Resources Department.

I sometimes wish that people would put a little more emphasis upon the observance of the law than they do upon its enforcement.

Calvin Coolidge

PRESSROOM

PRESSMAN

Experienced on Web offset presses (Goss community preferred). Good benefits. Reply to Bartash Publications, 7272 Woodland Ave., 2nd floor, Philadelphia, PA 19142.

PRESSMAN

An immediate opportunity exists for a qualified double-width offset journeyman pressman in San Diego, Calif. at a daily AM, PM, and Sunday paper. Goss Metro press experience desired. Night shift position available. Excellent salary, benefits, and working conditions. Send resume to: Union-Tribune Publishing Co., Employee Relations Office, PO Box 191, San Diego, CA 92112 or Call (619) 293-1124.

Diplomacy is to do and say the nastiest thing in the nicest way.

Isaac Goldberg

CLASSIFIED ADVERTISING RATES

VOICE CLASSIFIEDS ADD \$25 per insertion
Payment must accompany all Positions Wanted ads.

Effective January 1, 1992

LINE ADS

1 week — \$7.00 per line	1 week — \$3.95 per line
2 weeks — \$6.15 per line, per issue.	2 weeks — \$3.25 per line, per issue.
3 weeks — \$5.35 per line, per issue.	3 weeks — \$2.75 per line, per issue.
4 weeks — \$4.60 per line, per issue.	4 weeks — \$2.55 per line, per issue.

Add \$6.50 per insertion for box service. Add \$4.25 per insertion for box service.
Count as an additional line in copy. Count as an additional line in copy.

Count approximately 34 characters and/or spaces per line.
3 lines minimum. NO ABBREVIATIONS.

DEADLINE: Every Tuesday, 12 noon (ET) For Saturday's issue.

DISPLAY CLASSIFIED

The use of borders, boldface, illustrations, logo, etc., on classified ads charged the following rates per column inch **per insertion**: 1 time, \$85; 2 to 5 times, \$80; 6 to 12 times, \$75; 13 to 25 times \$70; 26 to 51 times \$65; 52 times, \$60.

DEADLINE: 8 days prior to publication date.

Contract rates available upon request.

Box number responses are mailed each day as they are received.



Name _____

Company _____

Address _____

City _____

State _____

Zip _____

Phone _____

Classification _____

Authorized Signature _____

Copy _____

HELP WANTED PRODUCTION/TECH

IMAGING MANAGER

The Seattle Times, large, progressive metropolitan newspaper in the beautiful northwest, is seeking a skilled manager of people to oversee our imaging department.

Applicants must have thorough knowledge of and skill with color systems and electronic publishing systems. Minimum of two years supervisory experience with an open, participatory style required. College degree preferred.

The Seattle Times offers an excellent salary and benefits package, including 401(K) and retirement programs and childcare assistance.

Qualified candidates should send their resume to: Human Resources Manager for Operations, PO Box 70, Seattle, WA 98111. No phone calls, please.

SALES

PRINT SALES PRODUCERS WANTED

Newspaper Marketing Group is looking for aggressive, experienced print sales personnel in New York, Dallas, Chicago and Atlanta areas to represent client newspapers. Knowledge of travel industry and regional accounts important. PC adaptability a plus. Grow with a sales-oriented company geared for the 90's. Competitive salary and benefits. Sell us on your abilities. Write to Nelson Hurst c/o Newspaper Marketing Group, 512 Green Bay Road, Suite 205, Kennilworth, IL 60043.

POSITIONS WANTED

ACCOUNTING/FINANCE

CONTROLLER/CFO/VP FINANCE
18 years experience - newspaper, magazine and electronic publishing. Expertise in:
Newspaper/magazine operations, financial reporting and consolidations, budgeting/forecasting/analysis, staffs of 50 plus employees, PC/mainframe systems and conversions, all accounting/finance/administrative functions which also include HR, bank relations and cash management.
A seasoned professional with superior management skills. No cost to company for relocation. Impeccable references. Seeking permanent position. Would consider short/long term interim consulting assignment.
Tom Lonardo (908) 424-0862

ADMINISTRATIVE

GROUP PUBLISHER seeks to apply 18 years experience to new challenge. Strengths in marketing, revenue generating, vertical markets, turnarounds. Energetic family man knowledgeable in all aspects of publishing and commercial printing seeks publisher position on mid-size daily or group. Box 5887, Editor & Publisher.

GUARANTEED * Publisher/General Manager position. 28 years in newspapers. Last 14 years as Publisher. * You'll notice results in 90 days, if not satisfied, next 30 days FREE! Larry Boyer, (501) 332-6201.

POSITIONS WANTED ADMINISTRATIVE

PUBLISHER/GENERAL MANAGER

8 years as Publisher, 23 in newspapers. Excellent candidate to lead your small or medium daily, preferably in Zones 2, 3 or 5. Respond to Box 5896, Editor & Publisher.

ADVERTISING

MARKETING DIRECTOR increased paid lineage 40% in one year. Created many new, profitable promotions. Tops at sales training. Am aggressive-productive-competitive and innovative. Paul Lewis, (901) 767-7002.

CIRCULATION

15 YEARS EXPERIENCE with the same company including youth, adult distribution, single copy. Hard working, loyal, any zone. Please respond to Box 5871, Editor & Publisher.

CIRCULATION MANAGEMENT. Recent shutdown of Anchorage Times creates availability of Circulation professional. Solid and successful background including small daily and major metro experience. Minimal relocation costs. Respond to Box 5909, Editor & Publisher.

EXPERIENCED alternate delivery and Circulation professional seeks position with longevity in southwest or northwest regions. Box 5915, Editor & Publisher.

EDITORIAL

AMERICAN JOURNALIST specializing in Benelux/Scandi media, music, travel seeks additional assignments. Edmunds, Utrechtsedwardsstraat 112, 1017 WJ Amsterdam, Holland. Tel: 31.20.627.4417.

POSITIONS WANTED EDITORIAL

BEST SPORTS EDITOR in America seeks mid-sized to major urban or suburban. Personable, professional, leader, motivator, creative, competitive, budget-conscious. Call Chuck at (914) 428-6111.

EDITOR, 20 years' experience, 12 in management, seeks position from copy editor to managing editor, small to mid-size daily, or weekly group. Box 5913, Editor & Publisher.

EDITORIAL WRITER - Hard-hitting, loves to target locals. Strong editing, op-ed skills, too. Call (312) 944-4384.

EDITORIAL WRITER/PAGE EDITOR Provocative, poignant, prolific — even profound — non-ideologue, who encourages maximum community input and produces pages that sparkle both in content and graphics. Box 5890, Editor & Publisher.

FEATURES/ENTERTAINMENT REPORTER, enthusiastic, versatile L.A. correspondent for prominent weekly magazine. Ten years experience, two under hectic, daily-deadline conditions. Looking to relocate with medium or large-city daily in Zone 1, 2, 5 or 9. Call (310) 286-0792.

GENERAL ASSIGNMENT REPORTER, 2+ years experience covering education, the environment and social issues at small daily. Looking for job at daily or weekly in Zone 5 college/mid-size town. Will relocate. Respond to Box 5912, Editor & Publisher.

"LINGUISTIC PRIG!" That's what a fellow copy editor once called me. I like to think of myself as less schoolmarmish than simply a good editor who values the written word and believes it must be superior to broadcast ether. I want to help improve your copy with individual coaching of reporters and editors. I will consider splitting coaching with part-time desk duties. Send to Box 5891, Editor & Publisher.

POSITIONS WANTED EDITORIAL

MAGAZINE PROFESSIONAL

I am an award-winning Writer, Editor and Publisher with two start-ups and credits in national consumer, trade, business, professional and scholarly journals. I have a JD, with honors, and have taught business law and presented seminars on publication/media law. Experienced in all phases of 4K magazine work, web and sheet-fed, from concept to fulfillment. Seeking position teaching undergrad media law, editing, etc., or editorial slot in magazine or newspaper. (217) 351-8595, anytime.

RECENT GRADUATE top twenty MBA school looking for job as Business Reporter. Three years experience with college newspapers, and 3.4 GPA. Will work in other areas if no business positions open. Call James Dewberry (205) 967-1402.

SOUTHERN CALIFORNIA Sportswriter/Reporter available for games, features, guest column. I have 12 1/2 years experience spanning every level of sports. Clips available at your request. (619) 951-1263.

WEEKLY EDITOR'S position sought by experienced reporter/editor. Will relocate. (305) 891-2595.

PRODUCTION/TECH

VP OPERATIONS PRODUCTION DIRECTOR who can build a team, develop quality and people, cut costs, design, start and manage state of the art printing facilities - Send resumes to Box 5874, Editor & Publisher.

PUBLIC RELATIONS

10-year PR PRO seeks offers in NJ, NY, PA. Zone 1-2-3-4. Wall Street Journal editor 14 years. (609) 448-4894.

E&P EMPLOYMENT ZONE CHART

Use zone number to indicate location without specific identification



SHOP TALK AT THIRTY

Tarred by the 'supermarket' tabloids

By Mal Mallette

My assignment was to address 200 high school students on the role and responsibilities of a free press.

When they filed into a hotel ballroom after having toured the Washington, D.C., halls of government all day, they were obviously weary and a bit giddy. I needed to grab their attention. So I tried a pop quiz.

First, I read them 46 words. All recognized them as the First Amendment.

Then I asked them to close their eyes and raise their hands according to their belief.

How many agreed fully with the First Amendment? How many agreed with the First Amendment in large part but had reservations of some sort? And how many did not approve of the First Amendment?

I asked for closed eyes so that they would not be influenced by one another.

These were students who had come from four states, one in the East, one in the Midwest, one in the Great Plains, and one in the Rocky Mountains West.

The responses divided about equally into thirds. Not only that, but the students, who hadn't seen the responses, correctly guessed the results.

The students, selected for their professed interest in government, had been brought to Washington, D.C.,

(Mallette is director of projects at the World Press Freedom Committee in Reston, Va. He is former head of the American Press Institute.)

for a week by the non-partisan, non-profit Close-Up Foundation, which brings each year to the nation's capital some 2,000 high school students as well as smaller, older groups from all parts of the country.

The fact that only a third of the students believed fully in the First Amendment was only my first jolt. Instructed to keep my opening comments brief and then invite questions, I presented the case for the press as unfettered monitor of government and seeker of truth, quoted Jefferson and others, and told of the warts and blemishes of the press.

Gathered in large numbers, students often sit on their hands, and this group did just that for several awk-

Of course, I spoke about the responsible press, of the some 1,600 dailies and 7,500 non-dailies, in comparison with the five or six national sleaze tabloids I count at my check-out counter.

After each of my comments, the questions refocused on the tabloids.

I thought of the many editors who write columns describing how editorial decisions are made and the codes that guide those decisions.

I thought of the first-rate newspapers that are readily available to most of the students in this group that collectively had such a low regard for the press in general because of the tabloids.

Then I wondered if serious news-

They spoke of invaded privacy, exaggerations, lurid pictures, and sensational headlines. A few spoke of reading the tabloids for entertainment and not pursuit of facts.

ward moments until someone asked about the then-recent announcement by Arthur Ashe, the tennis player, that he had the AIDS virus. He made the disclosure after *USA Today* had sought to confirm rumors but had not printed a story.

That comment uncorked the bottle, but the flurry of questions was aimed not at *USA Today* or the serious press but at the supermarket tabloids. If there was anything this group knew about the printed press, it was the sleazy tabloids.

A large segment of this blue-ribbon group apparently read the tabloids regularly. Worse, it seemed to me that a large segment of them read little else. Worst of all, the serious press was lumped in many of their minds with the tabloid press.

In the interest of good acoustics, I invited the questioners to come to the lectern and speak into the microphone. At first only two or three students came forward. Soon they came in bunches and, when the escort person called a halt some time later, a dozen students were still clustered around me, waiting to be heard.

They spoke of invaded privacy, exaggerations, lurid pictures, and sensational headlines. A few spoke of reading the tabloids for entertainment and not pursuit of facts.

papers work hard enough to make their own case when certain stories — usually about political figures — are first published by tabs and spread into the serious press.

There was one encouraging aspect. When the session ended, a handful of students gathered at the lectern and asked good questions and told of how they valued their hometown newspapers.

Two or three students were editors of their school papers and had faced the question of press freedom vs. responsibility.

I recite all this because some editors may not fully realize — as I did not — how seriously we are all tarred by the tabloids. Perhaps someone will figure out how to wipe off that tar.

A few weeks later, I spoke to a Close-Up Foundation group all around the age of 50 or more. I used the same technique — all eyes closed — to obtain their views about the First Amendment.

About 60% fully favored the First Amendment. The other 40% favored it with reservations of some kind. No one thought the amendment should be abolished.

However, the senior citizens were small comfort. What happens as they fade away and the tabloid generation moves in?

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To: Ad News, 17-21 Bellevue Street,
Surry Hills, N.S.W., 2010, Australia

YES! Please send me AD NEWS for one year — 26 issues. I enclose my bankdraft in Australian currency for Aust. \$128.

Name: _____

Address: _____

City _____ State _____ Zip _____



The first law of growth is to let it happen.

In the natural order of things there is an irrepressible urge to change and grow. And it should be allowed to happen. At the Sun-Sentinel, we take it a step further: we help it happen.

In our newsroom, we've removed the obstacles to personal growth. Our management policies don't restrict journalists to one department, one subject or even one editor. Our reporters are encouraged to tackle stories that may fall outside their regular beats.

When management asks a business writer to cover the Super Bowl, a bureau chief to do an investigative series on stockbroker fraud and a police reporter to file from the Panamanian Presidential Palace, it creates an environment where journalists can develop and grow. That's the Sun-Sentinel. We practice freedom of the press, by exercising freedom within it.

Broward/Palm Beach

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America's fastest-growing major newspaper since 1980

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More than 200,000 daily readers now receive the totally redesigned Richmond Times-Dispatch that combines the best of two predecessor

newspapers. The new Times-Dispatch is a fresh, lively morning paper that delivers the news in style, in color and in depth.

And, not only is the paper new, so is its home — an automated 400,000 square-foot production and distribution plant with state-of-the-art presses which altogether represent a \$175 million commitment to our readers and advertisers.

At Media General, we see an exciting future for all our newspapers, and

will continue to make the financial investments required to ensure these expectations are realized.



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